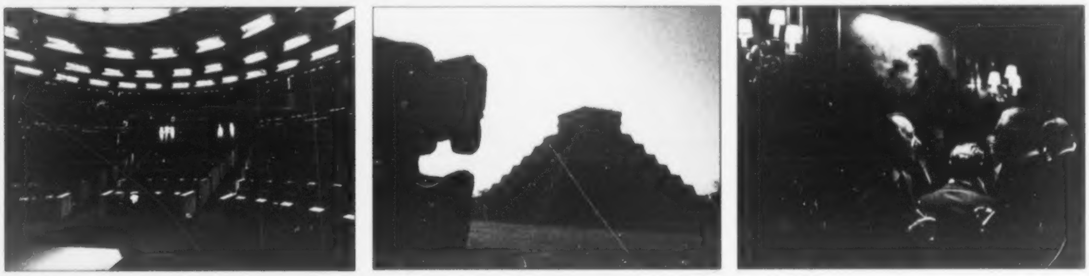
SALES & MARKETING MANAGEMENT

NOVEMBER 1991
A BILL PUBLICATION
FOUR DOLLARS

MEETINGS



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THE CASE FOR CONFERENCE CENTERS

WHERE

EETING IN CANADA AND MEXICO

HOW

HOSTING A BUSINESS BASH

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ESTABLISHED 1918

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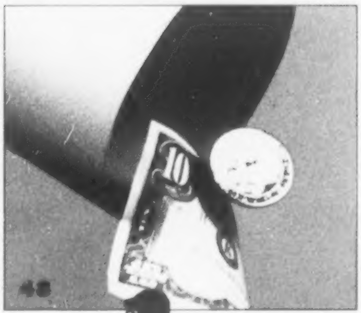

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MANAGEMENT

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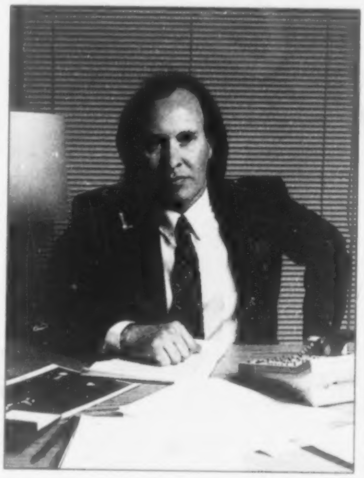
THE RACE

MEETING: THE CHALLENGE



The subject this month is meetings. We all go to them—dozens over the course of a year in all their various forms and functions. Internal staff meetings; management seminars; conferences; sales meetings; budget confabs; strategic planning sessions; monthly organizational meetings. Some good, some bad. Some in the office, others in faraway cities. And, in fact, a lot of us may feel we spend way too much time in meetings and not enough doing our jobs—except that for most managers, meetings are a fundamental part of that job.

This being the case, the question then becomes: How do we make the most effective use of this time? How can we be sure that all the effort, expense, and occasional aggravation produce the desired result?

One way, of course, is to see to it that form follows function, because, like any good business venture, a meeting needs to be meticulously planned in order to be successful. Basically, this means knowing what you want to accomplish before getting down to specifics like content, scheduling, and booking space. Once you've put together a proper plan, the rest should be relatively easy. Of course, the reason it often isn't is because most managers aren't particularly adept at meeting planning. Meeting *attending* maybe, but not meeting planning.

Which is precisely why every year we devote an entire Special Supplement to this subject, in the hope that we can provide some food for thought to those of you who might occasionally wonder whether your own meetings are as well-planned and well-executed as they should be—or could be. Whether you're getting your money's worth. Whether you're neglecting important details. Or, for that matter, whether you're even meeting in the right place at the right time.

With productivity and quality getting all the press and prominence these days, it seems odd that meetings are often viewed as less important than other fundamentals like training, recruiting, or motivating. Given all the time we spend in meetings, you'd think managers would pay them more heed. The sad truth, however, is that most people are unaware of just how big an impact a really good meeting—or a really bad one—can have on an organization. And that needs to change.

But where do we start? Well, for one thing, managers need to get more involved, and that means getting educated. Turning the planning process over to a subordinate may seem like a good idea—particularly with everything else that occupies your day—but when was the last time you let a secretary or office manager hire your salespeople or run an incentive program? Chances are you view these areas as far too important to delegate, at least initially, and the same thing is true—or should be—when it comes to meetings.

So at the risk of adding even more to your already jampacked schedules, I urge you to consider this often overlooked and underappreciated aspect of managing. The lesson begins on page 90.

Richard P. Kern
Editor

EXECUTIVE PAY: A BITTER PILL

This year's smaller increases may be hard for some sales and marketing execs to swallow, but they're still doing better than most compensation-related casualties.

BY WILLIAM KEENAN JR., MANAGING EDITOR

What went wrong? That's the question many executives—including many sales and marketing executives—must be asking themselves as they look at their compensation gains this year. While Operation Desert Storm may have been a victory for American troops and technology, it didn't provide the subsequent economic boost many companies were counting on to help them outmaneuver the recession. Even in the afterglow of the rockets' red glare, business remained—and still remains—off for many companies, and one of the many areas that's been affected by this downturn is that of executive pay.

According to a national survey of sales and marketing executive compensation prepared for *S&MM* by Sibson & Co., a Princeton, N.J., management and compensation consulting firm, total compensation for all sales and marketing executives rose by a discouragingly low 6.3% this year. That's the smallest gain since 1986, when executives posted a mere 6.1% increase. Last year, sales and marketing executives recorded overall gains amounting to 9.2%, which mirrored the average increase for the four-year period between 1986 and 1990 (see Table 1).

"Blame it on Saddam," says Mark Blessington, Sibson's national practice leader for sales compensation, although in reality the blame should actually be placed on a sputtering recovery from a recession that lingered in spite of the Desert Storm victories. "There was a hope for a more robust recovery that just never materialized," says Blessington.

As a result, sales and marketing executives not only felt the pressure of the Gulf war but also of undervalued stock prices, staff reductions, an inability to firm up pricing, and a variety of other problems that contributed to keeping compensation gains at historically low levels.

On the other hand, this year's survey results—which cover 168 companies with sales ranging from $11 million to $20 billion—put compensation gains for sales and marketing execs more in line with those for other executive positions. Looking at the results by job title (Table 2), we see that top marketing executives posted compensation gains of 6.9% this year, matching the gains earned by chief financial officers. Top sales executives and executives boasting both sales *and* marketing in their titles each recorded 6.1% increases, just a shade under the 6.3% gain posted by CEOs. Top manufacturing executives, with only a 3.9% increase over 1990, once again trail the executive pay pack.

In real numbers, overall executive compensation in sales and marketing for 1991 looks like this: Top sales and marketing executives earned a median base pay of $144,500 and median *total* compensation of $180,000; top sales executives, $130,000 and $179,000; and top marketing executives, $110,300 and $143,800, respectively.

A QUESTION OF EQUITY

Obviously, rank and file employees—and even middle management employees—aren't going to feel too much sympathy for the pinch on executive pay. "The typical increase seen by a salaried employee over the last few years has been in the four to five percent range," says Blessington, adding that "what we're seeing is more and more equitability across the board. With everything out of whack, it's just that much more difficult, come proxy time, to justify big increases in executive compensation. It just gets too much attention."

Fear of that attention—and the potential stockholder backlash—contributes to the downward pressure on compensation for executives, although Blessington feels that it's an "appropriate" pressure. "Executive compensation increases at six percent," he says, "are just where they should be, considering the economy, market value performance, and compensation gains for lower-level employees."

Perhaps less equitable is the fact that what gains there were for sales and marketing executives came primarily in the form of base salary increases—7.4%, compared to only 6.4% for all executives (Table 3). "That's to compensate for the hit against incentives," Blessington says, "and it's what you'd expect in an economy that's down."

Thus, while "pay for performance" is still a goal of many executive compensation plans, in cases where performance is down significantly—particularly for reasons beyond most executives' control—some companies still feel compelled to make up at least part of the difference. Naturally, this has a more significant impact on those executives on the lower end of the executive pay scale—or in Blessington's words, "on the executive who pays his property taxes out of his annual bonus." This is particularly important, in view of the fact that the long-term portion of most executives' compensation plans will also be down this year. ►

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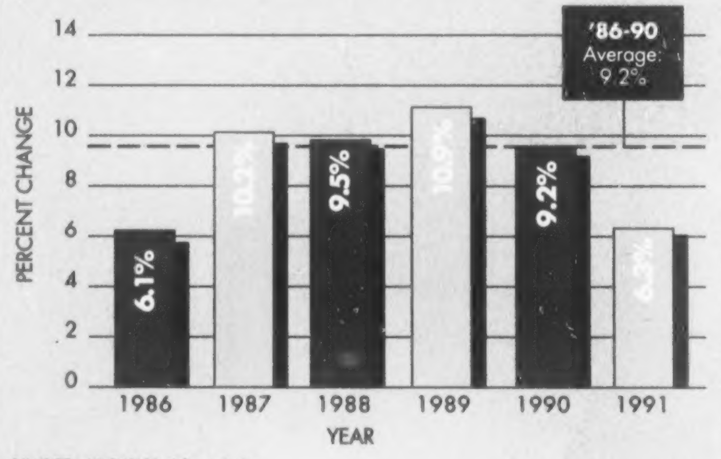
Table 1

Total Compensation Gains 1986-91

TOP SALES & MARKETING EXECUTIVES



SOURCE, ALL TABLES: Sibson & Co.

SIZING UP PAYCHECKS

Looking strictly at pay increases for sales and marketing executives (top marketing executives, top sales executives, and top sales *and* marketing executives), we see fairly typical distribution patterns. Across all company/size categories, top sales *and* marketing executives weigh in as the top wage earners (Tables 4 and 5), with their total compensation ranging from $132,000 at companies with $100 million in sales to $266,000 at companies with $2.5 billion in sales.

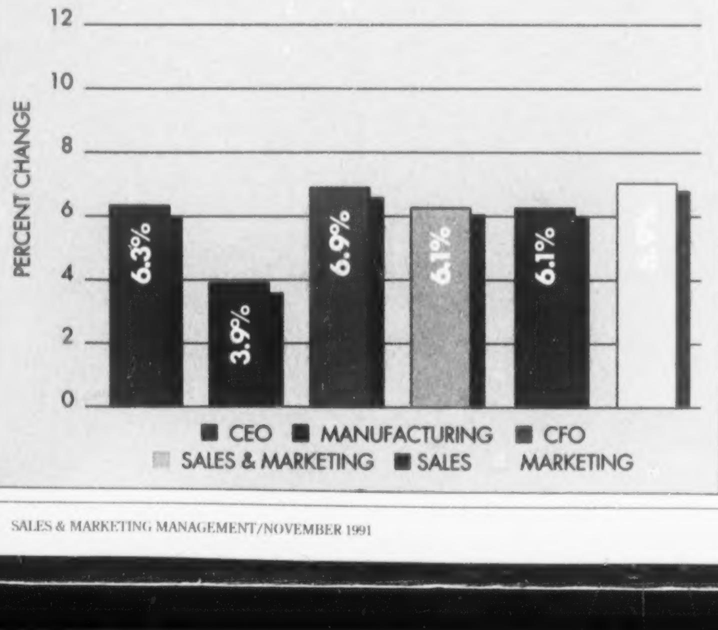
Top sales executives are next, with total compensation ranging from $121,000 to $215,000 as company revenues increase, followed by top marketing executives, posting total compensation figures that range between $88,000 and $190,000.

However, there's a great difference in how much of that total compensation is leveraged—coming in the form of annual bonuses—for each of these respective job title categories. Interestingly, while the greatest percentage of "pay at risk" is posted by top sales and marketing executives at $2.5 billion companies—27.4% of total compensation—the second greatest percentage is among top sales executives on the *lower* end of the revenue scale—26.1% at companies with $100 million in revenues. In fact, pay at risk for top sales executives exceeds 20%, regardless of company size; for top marketing executives, that figure reaches 20% only at the highest end of the revenue scale.

The percentage of pay at risk for sales and marketing executives has crept up steadily in recent years, though it still falls short of some other executive titles. By contrast, pay at risk for CEOs ranges from 25% to 35%—and more in some cases. The difference is that while other executives' pay may be more highly leveraged, it may not be as subject to the vicissitudes of company performance, and thus is not truly "at risk."

Table 2

Change in Total Compensation 1990-91



Annual bonuses based on pay for performance targets are still a goal of many executive compensation plans, says Blessington, but companies are reluctant to penalize executives for corporate performance that results from factors outside the typical executive's control. So while he admits that "the notion of pay for performance is embedded in sales and revenue targets for virtually every company," Blessington notes that the effects are more obvious when corporate performance is swinging up than when it's stagnant or plunging downward.

Similarly, while market value is still an important factor in most executive compensation plans—and while market value figures have fallen off dramatically for many firms in the Sibson survey—there won't be a direct correlation to annual compensation levels, except to the extent that the falloff in corporate performance overall has resulted in a general "flattening of the up and down or 'corrugated' compensation pattern we've seen over the past few years."

WHAT WILL DRIVE EXECUTIVE PAY?

Looking ahead to a narrower range of pay hikes imposed upon them by a sluggish economy, what factors can sales and marketing executives focus on to improve the performance of their people and contribute in some way to the corporate bottom line? The answer, in a word, is "productivity."

The cost of selling is continuing to

grow at a faster rate than that of sales overall, and the imbalance is more often than not being reflected in the bottom line. The slowdown in the rate of mergers and acquisitions among the companies covered in the Sibson survey has meant that fewer companies can "merge two sales forces to drive up productivity," says Blessington. This leaves sales and marketing executives—and sales executives in particular—looking for other ways to increase productivity. And while they may not be as dramatic and immediate as going the "merge/purge/surge" route, many of these strategies will have a longer-lasting effect on productivity overall.

Technological tools like laptops and cellular phones, for example, may stimulate some advances in productivity, but Blessington says that the more important gains will have to come from more efficient management of sales resources (including telemarketing and direct marketing), improved recruitment and training efforts, and continued efforts to link compensation to sales profitability.

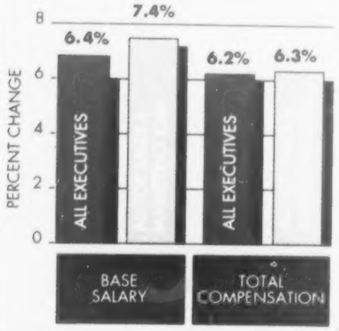
Other areas that Blessington proposes as targets for productivity improvements include bringing new products to market, improving profit margins by effecting greater perceived value for products and services, improved pricing and sales negotiating skills, and extracting greater value from customer service efforts.

Of these, customer service has probably drawn the most attention as

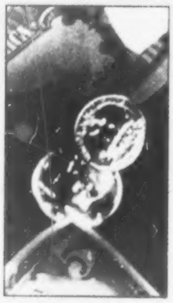
Table 3

Increases in Compensation 1990-91

ALL EXECUTIVES VS. TOP SALES AND MARKETING EXECUTIVES



S&MM Salary Sampler



While "pay for performance" may be the ostensible goal of most companies' executive compensation programs, the reality, according to this year's *Sales & Marketing Management* Salary Sampler, appears that, on a case-by-case basis, there isn't always a direct relationship between corporate performance and individual compensation levels. For instance, despite the fact that the majority of companies included in this year's sampler showed no change or a decline in profits (recognizing that year-to-year profitability, however significant, is not the only factor influencing a company's market performance), the average compensation in three of the four revenue categories in this year's compilation increased.

REVENUES	1989 AVERAGE COMPENSATION	1990 AVERAGE COMPENSATION
$1 billion and more	$436,033	$440,868
$500 million to $1 billion	273,562	259,052
$100 million to $500 million	170,100	175,713
Less than $100 million	122,208	134,733

Looking at the eight individuals among the 10 highest earners who also appeared on last year's list, for instance, five of their companies showed a decline in earnings for the period from 1989 to 1990, yet not one executive in that same group showed a decline in his or her level of compensation. In fact, at the very top of this year's list, Robert A. Bardagy of Comdisco saw his compensation increase by 17.8% while his company's earnings declined by 12%, and Wayland R. Hicks of Xerox scored a 21.8% increase in earnings at the same time the office equipment manufacturer posted a 65% decline in earnings.

The biggest gainer overall of the 64 individuals whose names also appeared on our salary sampler last year is Richard C. Myers of Hutchinson Technology (whose company eked out a $5 million profit on $122 million in revenue in 1990 after showing a loss in 1989): Myers posted a 40.6% gain in his earnings. Other big winners include Vance D. Bell of Shaw Industries, whose compensation advanced by 30.4%, and Barry A. Shier of Golden Nugget, who posted a 25.7% gain.

Not everyone got off so luckily. On the downside there were 17 among those 64 repeaters who came up short in terms of compensation, 13 of whose companies also saw losses or declines in earnings. Some of the biggest hits were taken by James E. Powers of Handleman Co., whose compensation fell off 38.7% between 1989 and 1990; Clark Prestia of DH Technology, whose earnings declined by 28.4%; and Ralph W. Polce of L.A. Gear, who saw a 27.2% falloff in compensation.

While the particulars of this year's sampler may not jive easily with our notions of equitability and pay for performance, when all the pluses and minuses are added together, the average change in compensation for the individuals who also appeared in last year's list amounts to an increase of only 6.2%—right in line with the trend suggested by the Sibson Survey.

What this suggests is that—generally speaking, at any rate—the long-term compensation vehicles available to top executives at many public firms aren't helping to cushion the effects of the recession and its attendant impact on individual earnings—except, of course, for those at the top of the compensation heap.

NAME & TITLE	COMPANY/INDUSTRY	1990 SALES (MIL.)	1990 NET (MIL.)	% CHANGE ('89-'90) PROFIT	COMPEN-SATION
Robert A. Bardagy, exec. v.p./pres., mktg.	Comdisco, *computers*	$1,935	$95	(12%)	**$1,650,000**
Wayland R. Hicks, exec. v.p., mktg. & cust. oper.	Xerox Corp., *office equipment*	17,973	243	(65)	**755,492**
C. Fred Rice, dir./sr. exec. v.p., mktg. & real estate	I.C.H. Corp., *insurance*	1,446	(415)	*	**700,476**
James Doughan, exec. v.p., containerboard & kraft paper mktg. & sales/pres., Stone Container Int'l	Stone Container Corp., *containers, paper products*	5,756	95	(67)	**643,480**
Roderick L. Turner, sr. exec. v.p., specialty mktg.	Colgate Palmolive Co., *consumer products*	5,691	321	15	**601,833**
Cathleen P. Black, exec v.p., mktg./pub., *USA Today*	Gannett Co., *publishing*	3,442	377	(5)	**600,000**
Robert H. Dickinson, sr. v.p., sales & mktg.	Carnival Cruise Lines, *cruise ships*	1,391	206	6	**593,000**
Vance D. Bell, v.p., mktg.	Shaw Industries, *carpets*	1,475	65	35	**586,444**
Barry A. Shier, exec. v.p., mktg. & hotel oper.	Golden Nugget, *casinos, hotels & restaurants*	909	30	*	**475,000**
Alan R. Schlesinger, exec. v.p., merch./mktg. dir.	Ross Stores, *retail*	741	30	14	**463,248**
Robert G. Avis, vice chmn./dir., sales & mktg. div.	A.G. Edwards, *securities, commod.*	607	59	69	**455,849**
Donald Wray, sr. v.p., sales & mktg.	Tyson Foods, *poultry and food products*	3,825	120	19	**444,215**
F. Joseph Backer, sr. v.p., sales & mktg.	BMC Software, *systems software*	93	20	67	**440,218**
Herbert J. Richman, vice chmn./exec. v.p., int'l sales & svcs.	Data General Corp., *computer systems*	1,216	(140)	*	**435,000**
Melvin Larson, exec. v.p., mktg.	Circus, Circus Enterprises, *hotel & casino oper.*	522	75	(7)	**426,006**
William R. Fields, exec. v.p., merch. & sales	Wal-Mart Stores, *retail*	25,811	1,076	29	**425,000**
Norman A. Meyers, vice chmn./chief mktg. officer & dir.	Browning-Ferris Industries, *waste disposal*	2,967	(45)	(117)	**418,100**
Ralph W. Polce, v.p., sales	L.A. Gear, *footwear*	902	31	(44)	**368,796**
Randall Malin, exec v.p./exec. v.p., mktg., USAir	USAir Group, *airlines*	6,559	(454)	*	**353,077**
John M. Barbera, v.p., broadcast sales	Turner Broadcasting System, *TV broadcasting*	1,394	5	*	**339,377**
Jeffrey Noddle, sr. v.p., mktg.	Super Valu Stores, *wholesale food products*	11,136	148	8	**337,416**
Ronald O. Cox, group v.p., mktg.	William Wrigley, Jr. Co., *confections*	1,111	117	11	**333,997**
Stephen J. Zelencik, sr. v.p. & chief mktg. exec.	Advanced Micro Devices, *semiconductors, electronic components*	1,059	(54)	(216)	**327,609**
Robert W. Burdick, sr. v.p., mktg.	Yellow Freight System of Delaware, *motor carrier*	2,302	65	37	**326,844**
Phillip M. Satow, exec. v.p., mktg.	Forest Laboratories, *pharmaceuticals*	149	30	27	**322,500**
William D. Herd, sr. v.p., sales & mktg.	Bandag Corp., *rubber products*	596	79	4	**315,738**
Kent W. Freudenberger, exec. v.p., mktg. div.	Airborne Freight, *air freight*	1,182	31	63	**308,035**
Douglas H. Newman, v.p., sales & mktg.	Analog Devices, *digital & data equipment*	485	(13)	(146)	**279,594**
Daniel T. Riordan, sr. v.p., sales	Snap-On Tools Corp., *hardware*	931	101	(4)	**267,875**
Jay Kahan, sr. v.p., sales	Tyco Toys, *toys, telephones*	461	3	(81)	**265,277**
Boyd E. Christenberry, exec. v.p. mktg., Alfa Insurance Group	Alfa Corp., *insurance, real estate*	212	23	**	**258,685**
W. Roger Curry, dir., corp. mktg.	Consolidated Freightways, *transportation*	4,209	(41)	(438)	**258,224**
John J. Parente, v.p., form sales	Standard Register, *publishing*	716	22	(45)	**256,847**
A. W. O'Donnell, sr. v.p./group exec., mktg.	Diamond Shamrock, *petroleum refining, gasoline & auto products*	2,708	78	(176)	**254,670**
Robert J. Cronin, v.p., sales	Wallace Computer Services, *computers*	449	40	7	**248,529**
Patrick H. Norton, sr. v.p., sales & mktg./dir.	La-Z-Boy Chair Corp., *upholstered furniture*	592	28	3	**248,410**
Paul R. Dawson, v.p., sales & mktg.	Amgen, *therapeutic/diagnostic agents*	190	19	*	**248,082**
Terry Haines, v.p., N.A. sales	A. Schulman, *plastic resins*	679	36	17	**244,792**
Branko M. Beronja, v.p., N.A. sales	Snap-On Tools Corp., *hardware*	932	101	(4)	**213,257**
W. Anthony Huffman, v.p., mktg.	Huffy Corp., *bicycles, basketball equip., juvenile products*	517	18	20	**211,417**
John D. Reier, sr. v.p., merch. & adv.	Family Dollar Stores, *retail*	874	29	34	**209,455**
Jerry Don Gattis, sr. v.p., processing & mktg.	Cagles, *poultry products*	193	2	(60)	**205,715**
James H.J. Hughes III, v.p., sales	Conesco Industries Ltd., *concrete forming equipment*	7,680	305	(22)	**203,774**
John E. Chis, v.p., N.A. sales	Telxon Corp., *computing systems*	143	(25.2)	(209)	**201,083**
Robert W. Wysocki, sr. v.p., western region	Fretter, *retail*	225	3	200	**200,550**
Joseph H. Berney, vice chmn./dir. of sales	National Presto Industries, *appliances*	127	29	**	**200,000**
John B. Lindsay, v.p., sales & mktg.	Franklin Electric Co., *electric motors, gearmotors*	179	12	9	**199,666**
Jack D. Wolf, exec. v.p./pres., Targetbase Mktg.	The M/A/R/C Group, *marketing information services*	73	3	**	**184,360**
Paul J. Trausch, sr. v.p., sales & mktg.	Duplex Products, *business forms*	298	10	(33)	**184,133**
Donald L. McDougall, v.p., mktg., sales & svc.	Floating Point Systems, *computers*	47	(12)	*	**179,200**
Thomas C. Parise, sr. v.p., sales & mktg./pres., Inter-Tel Equipment	Inter-Tel, *telephone equipment*	67	1	100	**176,993**
Isaac Gold, sr. v.p., sales	Thorn Apple Valley, *meat products*	670	(5)	(350)	**173,882**
Walter B. Cook,*** dir. & exec. v.p./exec. v.p., mktg. & int'l sales	Quaker State Corp., *lubricants, fuels*	874	20	67	**172,845**
Mahlon L. Moore, v.p., sales & mktg.	Network Systems Corp., *data communications systems*	164	22	29	**172,360**
Richard Platt, exec. v.p., mktg. div.	First Federal of Michigan, *savings & loan*	10,676	9	(61)	**171,229**

NAME & TITLE	COMPANY/INDUSTRY	1990 SALES (MIL.)	1990 NET (MIL.)	% CHANGE ('89-'90) PROFIT	COMPEN-SATION
Bernard B. Heiler, v.p., sales	GTE California, *telephone service*	$2,857	$444	11%	**$164,580**
Paul A. Thompson, v.p., sales	WD-40, *lubricants*	91	15	(6)	**162,500**
Keith M. Wright, v.p., mktg.	Bohemia, *construction materials*	350	17	21	**162,372**
O.M. Fundingsland, exec. v.p., sales & mktg.	Applied Magnetics Corp., *magnetic recording heads*	368	(10)	(1,100)	**162,000**
Maurice E. Jacques, v.p., sales & mktg./dir.	Varco International, *oil tools*	132	9	350	**162,000**
Richard C. Myers, v.p., sales & mktg.	Hutchinson Technology, *computer, electronic & defense equipment*	122	5	*	**160,196**
James E. Powers, exec. v.p., sales	Handleman Co., *phonographic records, tapes, books*	717	37	(11)	**159,034**
James F. Crowe, sr. v.p., mktg.	United Illuminating Co., *electricity*	594	54	*	**154,900**
James Mindala, v.p., sales	General Computer Corp., *electronic data for health care*	12	(2)	*	**153,387**
Charles Ostrander, v.p., mktg. & sales	R.G. Barry Corp., *slippers*	110	(7)	(275)	**147,500**
Brent N. Latta, v.p., mktg.	Tech/Ops Landauer, *radiation monitoring*	25	7	17	**146,250**
Stephen L. Copps, v.p., corp. mktg.	Intermetrics, *software services & products*	46	2	(33)	**142,833**
Bert R. Ott, v.p., sales	Gateway Communications, *communications, computer hardware & software*	25	0.5	(50)	**142,499**
Kevin J. O'Connor, v.p., sales & mktg.	Champion Parts, *automotive equipment*	122	1	*	**141,805**
John J. Jakubowski, v.p., sales	Empire of Carolina, *plastic toys, decorative items, buttons*	234	(3)	*	**132,237**
Douglas W. Root, v.p., mktg.	Sage Software, *software engineering products*	26	3	50	**131,707**
D.C. Stibich, sr. v.p., paper sales	Longview Fibre Co., *logs, paper products*	685	61	(9)	**129,323**
Gerald L. Cox, v.p., sales	CPT Corp., *value-added equipment*	26	(25)	*	**127,200**
Wilton L. Parr, sr. v.p., mktg.	Piedmont Natural Gas Co., *energy*	404	26	4	**126,295**
Al Burshtan, exec. v.p., mktg.	Super Food Services, *groceries*	1,777	17	8	**125,769**
Harold J. Daniels, v.p. sales, southern region	Sage Software, *software engineering products*	26	3	50	**124,943**
Thomas W. Harleman, v.p. N.A. sales	Printronix, *printers*	125	4	*	**124,487**
Clark Prestia, v.p., sales & mktg.	DH Technology, *printer products*	42	6	1	**123,103**
Willie P. Ozbirn, v.p., sales & mktg.	CTS Corp., *electronic components*	251	7	(50)	**122,954**
Donald R. Farthing, v.p., mktg.	Freymiller Trucking, *trucking*	85	2	*	**122,587**
John J. Bruno, v.p., sales & mktg.	Cagle's, *poultry products*	193	2	(67)	**122,261**
Jasper L. Holland, Jr., v.p. sales & mktg./regional mgr.	Hughes Supply, *electrical equipment*	530	6	(34)	**119,533**
Alvin L. Gauvin, sr. v.p., sales	Seneca Foods Corp., *juice products*	344	5	(13)	**119,275**
Dean A. Frenz, v.p., sales	L.B. Foster Co., *tubular & construction products*	242	3	132	**116,131**
John R. Mulvey, exec. v.p., mktg.	Carolina Freight Co., *trucking*	739	2	50	**114,689**
George Ellinger, v.p., sales	Kiddie Products, *infant accessories*	35	2	2	**113,224**
James McIndoe, v.p., int'l mktg.	Twin Disc, *industrial equipment*	163	3	(73)	**109,000**
John R. Alba, v.p., mktg.	Artistic Greetings, *stationery & gift items*	44	2	122	**108,885**
Wayne Whitman, v.p., mktg., engineering & customer svc.	CPT Corp., *value-added equipment*	26	(25)	*	**107,366**
Kenneth L. Martin, sr. v.p., sales & mktg.	Eagle Food Centers, *grocery stores*	1,125	(2)	(118)	**104,934**
Lance J. Melik, v.p., mktg.	Twin Disc, *industrial equipment*	163	3	(73)	**104,000**
George E. Rathke, v.p., contract mfr. div., mktg. & corp. planning	Washington Scientific Industries, *metal components*	74	0.06	(98)	**101,312**
Glenn B. Rogers, v.p./sr. v.p., gas supply & mktg.	United Cities Gas Co., *natural gas & propane*	220	3	(70)	**96,986**
Kenneth B. McClain, exec. v.p., mktg.	General Computer Corp., *electronic data for health care*	12	(2)	*	**91,533**
Ronald J. Niccum, v.p., sales & mktg.	Datakey, *memory devices*	8	3	50	**87,421**
David R. Tushie, v.p., commercial mktg.	Datakey, *memory devices*	8	3	50	**85,542**
William J. Carroll, v.p./dir. of mktg., Amvac Chemical Corp.	American Vanguard Corp., *welding products, agricultural chemicals*	22	0.9	(123)	**85,327**
Samuel L. Greene, v.p., sales	Terminal Data Corp., *computers & microfilm*	21	(3)	*	**83,015**
Richard Banks, v.p., sales	Jones Plumbing Systems, *wholesale plumbing products*	41	0.2	(90)	**74,562**
Karen M. Minardi, nat'l sales dir.	Keegan Management Co., *management services*	29	0.7	(65)	**72,347**

Researched by *Melissa Campanelli and Kerry Rottenberger*

*Loss shown in 1989

**No change ***Retired

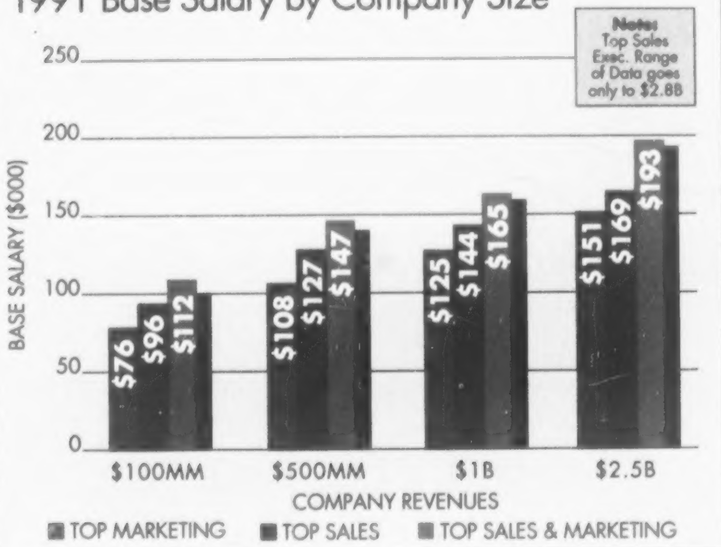


Table 4

1991 Base Salary by Company Size

an emerging factor in executive compensation formulas, though Blessington is dubious about its overall impact—at least at this point—noting that "service isn't a major variable in the pay formulas for the companies included in our study."

So while it's true that more companies are looking for ways to get closer to their customers—to engender more of a "customer focus" among salespeople in particular and among employees in general—that desire has yet to be translated into a strong link between customer service and compensation. "In large part, that's because the reliability of customer service/customer satisfaction measures isn't great enough to satisfy most company compensation planners—or most salespeople," says Blessington.

Which is not to say that customer satisfaction won't be important in the future. Obviously, a lot of the leadership for creating a customer focus will have to come from sales and marketing, but the connection to compensation will evolve more slowly. "It will be years before it's a significant factor," Blessington says.

TOMORROW AND TOMORROW

With the relatively paltry compensation gains posted by sales and marketing executives between 1990 and 1991, most people would assume that things could only get better next year, right? Well, don't go buy that vacation home just yet.

Blessington sees some promise in sales volume increases being posted by companies in the second half of 1991, but he won't go so far as to say that things will definitely get better. In fact, the best he'll offer is that things shouldn't get any worse: "We'll probably see compensation gains in the range of 6.3% to 7% again next year. I doubt that it will go lower."

For the next few years—or at least as long as the economy falls short of a robust recovery—Blessington sees a narrower range of total pay increases. Undoubtedly, companies will continue to tinker with the formula; base pay may see more significant growth, while pay at risk will probably remain pretty close to current ratios.

The downward pressure on compensation will also mean that total compensation for top marketing positions—because less of the total package is at risk—will gain on that of top sales positions. At the same time, however, there may be more of a tilt to individual performance factors not directly dependent upon things like sales volume, market value, and the like—even among sales executives—if there's an extended period of slow corporate and economic growth.

Overall, it looks like executive compensation will continue to experience slow to moderate growth, which means that executives won't be able to ride on the coattails of an inflated economy fueled by an epidemic of mergers and acquisitions. And it's worth noting that while merger and acquisition activity has slowed, the debt load from the last several seasons' worth of raiding and realigning remains—and that will also serve to keep compensation levels down.

In the final analysis, the bottom line is this: When it comes to realizing next year's round of compensation gains, top sales and marketing executives may have to do it the old-fashioned way—by earning it.

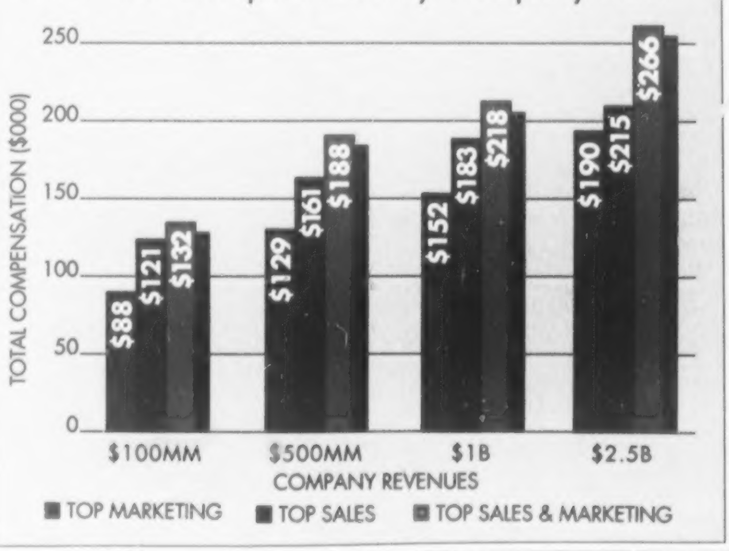
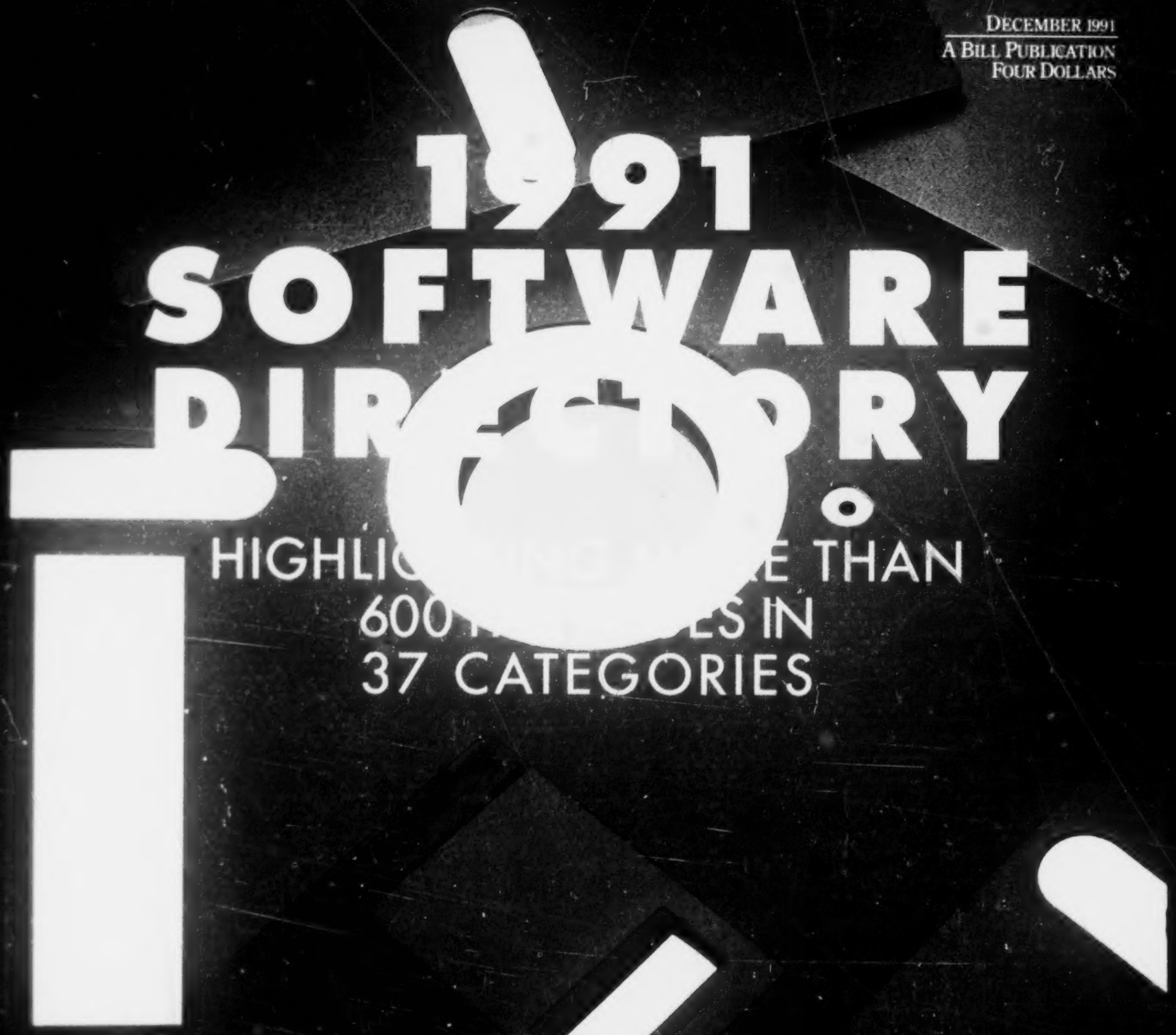


Table 5

1991 Total Compensation by Company Size

SALES & MARKETING
MANAGEMENT

DECEMBER 1991
A BILL PUBLICATION
FOUR DOLLARS



1991 SOFTWARE DIRECTORY

HIGHLIG[illegible] [illegible]E THAN
600 [illegible] IN
37 CATEGORIES

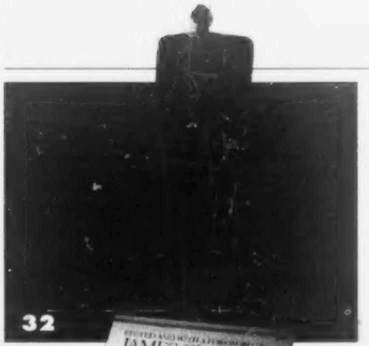
MARKET RESEARCH
The Voice of The Customer

BOOKS
The Marketer's Essential Library

SALES PRODUCTIVITY
Service: Is It Worth the Effort?

DECEMBER 1991
A BILL PUBLICATION
ESTABLISHED 1918

SALES & MARKETING MANAGEMENT



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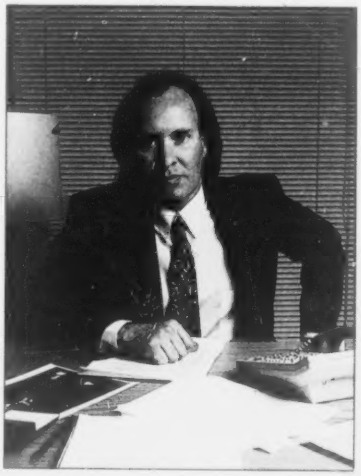
ABP BPA

THE RACE

DEATH OF A BOOKWORM



Just like the plumber who doesn't want to fix a clogged sink when he gets home—or an auto mechanic who runs the other way when he sees his neighbor's car in the driveway with the hood up—the last thing I want to do after a hard day at the office is to go home, put my feet up, and read.

You may find this disturbing. I know I do. But the fact is, I'd probably be more inclined to clean out the garage or paint the house. Fortunately, I live in a New York City apartment, so these aren't among my leisure-time options. But you get the idea. By the time I've finished 8 or 10 hours of editing stories, writing letters, scanning a couple dozen magazines and three or four newspapers, and sitting through a two-hour meeting where a bunch of people sit around and *talk* about writing and reading and editing, the thought of reading—even if it's purely for pleasure and I get to choose the subject matter—well, let's just say that *Green Eggs and Ham* and *Horton Hears a Who* is about all I've been able to manage lately. And that's only out deference to my 2-year-old. Parental responsibilities and all that.

And this is really too bad, because I used to enjoy reading. I come from a long line of book lovers and readers. My wife and I met while we were both working in the graduate library at Cornell. My mother easily runs through a best-seller a week. My great-grandfather was a published poet. My parents are antiquarian book dealers. In fact, I'm one of their best customers. I collect books. I hang out in bookstores. I think books are important. Which makes it all the more disconcerting that I've developed this aversion to reading them.

So when we came up with the concept for this month's book-review feature, I don't mind telling you I was a little worried. I suddenly felt like I was back in junior high. My favorite business book? You might as well have asked for my favorite recipe for Spam. I just didn't have one. I considered the old *Cliff Notes* ploy, but I figured that would be cheating. Anyway, nobody would've believed that my favorite business book is *Crime and Punishment* (although when you think about it…).

So I did what anyone in my position would do—I forced myself to read a book. And you know what? I enjoyed it. In fact, I'm considering reading another one. I'm going to ease into it, of course. Wouldn't want to strain myself or anything. Something with a lot of pictures.

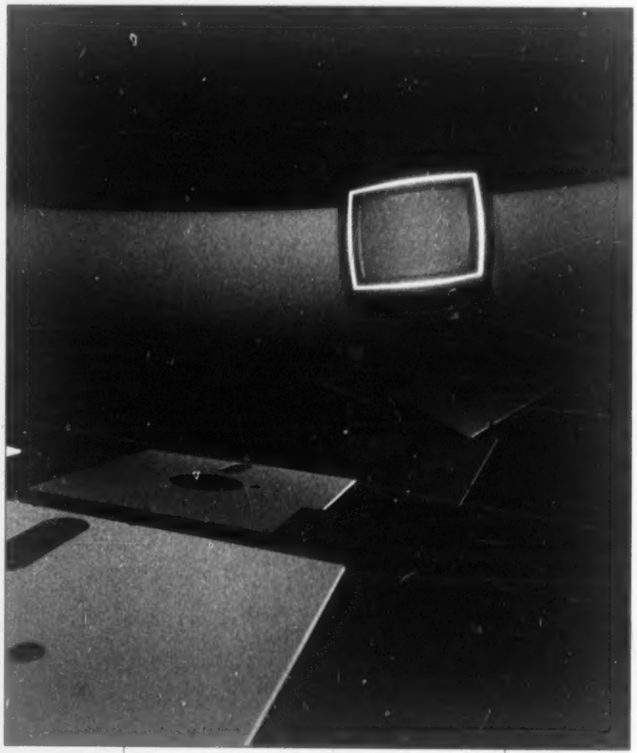
Is there a Dr. Seuss in the house? Maybe *The Cat in the Grey Flannel Hat*?

Richard P. Kern
Editor

AUTOMATION: "VENI-VIDI-VENDOR"

They came, they saw—but vendors of sales and marketing automation software will have to successfully predict the future before they can finally conquer their toughest market.

BY THAYER C. TAYLOR
SENIOR EDITOR



FPG INTERNATIONAL/MICHAEL SIMPSON

Is today's sales and marketing automation (SMA) software truly helping sales and marketing professionals do their jobs more effectively and efficiently? And, if so, is it likely to lead to greater productivity in the future?

To find out the answers to these questions, *S&MM* contacted a number of software vendors specializing in SMA programs and asked them to comment on excerpts from *The 1990/91 Guide to Sales and Marketing Automation*, published by Information Systems Marketing (ISM), Washington, D.C. The report, authored by ISM president Barton Goldenberg, was based on a six-month market study that looked at more than 600 SMA software packages; scores of users in the corporate sector were interviewed as well.

Basically, Goldenberg's comments revolve around three main theories concerning the perception and use of SMA software programs:

1. Today's SMA software dwells exclusively on providing operational sales tools and fails to address the more significant aspects of SMA—namely, the need for valuable competitive, customer, and marketplace data.

2. What sales and marketing people want is SMA software that fully integrates the needs of four groups of people: top management, sales and marketing management, sales and marketing personnel, and their clients.

3. To meet the needs of the marketplace in the 1990s, SMA software will need to include the following essential components: sales assistance, customer care, and marketing and executive intelligence.

Twenty-two leading SMA vendors participated by offering their views on these and other related subjects.

SMA INTEGRATION

The sharpest split among vendors arose from Goldenberg's second assertion, "Sales and marketing people want SMA software that fully integrates the needs of top management, sales and marketing management, sales and marketing personnel, and their clients." In all, 59% of the respondents agreed; 41% disagreed.

At least one software vendor wondered if that degree of integration won't lead to information overkill. "What sales and marketing people want is sales—period," says Gregg Sanderson, president of Breakthrough Productions in Nevada City, Cal., and marketer of Market Master for the Macintosh. "Top management gets plenty of information from accounting reports. There's little that sales and marketing software can add without duplicating what's already there. Sales and marketing management can get what they need from accounting data, combined with a good forecasting algorithm."

Sanderson goes on to note that what sales and marketing personnel need is "something that will help them make more sales, not turn them into data entry clerks for the benefit of other departments. If sales and marketing software can help them do that, they'll use it. If not, they won't bother with it no matter how many directives they get from on high."

The needs of the client relate directly to the needs of the salespeople, Sanderson suggests, and they are: "Good reliable notification at reorder time, personal attention, and special deals. Software can be helpful here, but usually a notebook and desk calendar can do the job just fine. The old industry motto, 'If we can computerize, we must,' doesn't apply to salespeople."

In addition to the threat of overkill, many vendors fret that the goals of the four groups Goldenberg cites might be in conflict.

Tom Flaherty, president of Richmond Technologies & Software, Barnaby, British Columbia, marketer of Maximizer, had this to say: "The major focus of good salespeople is their own achievement and the needs of their clients. However, they're driven to spend paperwork time satisfying the information needs of their own management and top management."

Other vendors tend to agree. "Sales and marketing people want software that helps them first and that serves other needs only after their needs are met," contends Tim Berry, president of Palo Alto Software in Palo Alto, Cal., marketer of Sales & Marketing Forecasting Toolkit. And an SMA vendor from Albuquerque, N.M., adds that "many times, the needs of the four groups conflict or are mutually exclusive. Therefore, software that fully integrates their total needs may be technically possible, but it's politically unfeasible."

CONFLICTING NEEDS

The remarks of some vendors indicate that if integration is to succeed, a selling job must be made to convince the salesperson of the benefits he or she will derive. For example, a Mankato, Minn., software vendor insists that integration "may be management's view, but the user doesn't get excited about gathering input data for the corporation. To be of value, the tools, hardware, and software must help the salesperson personally make more money in fewer hours."

Top management also needs to be educated on the merits of integrated SMA software, say vendors. "It's what they should want, but they don't know it," contends Christopher J. Stockwell, vice president of marketing for Marketing Information Systems, Evanston, Ill., marketer of Marketing and Sales Management. "They don't know what they want because they have no expertise in large-scale automation. Data processing can't help them because it has its own busy agenda. So they read about little inexpensive PC software in sales magazines and assume this will work, when in actuality it only serves to institutionalize decentralized information and keep their budgets low."

Stockwell's views are supported by Mark LeVell, president of TeLeVell, Santa Clara, Cal., marketer of TeleSell. Says LeVell: "I've based my company on that very premise and look forward to the day when the buying public catches up with the technology we have." That day, says LeVell, is being pushed back, however, by the fact that "management typically turns the software selection process over to their most technically literate salesperson, whose goals and objectives are very different from—and don't necessarily include—those of management. Management should make the first pass, narrow the field down to two or three packages that have the broad capabilities management needs, then let the salespeople finish the job."

Even those who agree with Goldenberg's prognosis that integrated SMA will be a trend in the 1990s see some real-world problems slowing acceptance. "In theory, there's no argument with integrating the needs of the four groups," says Ronald Ackerman, vice president of regional sales at Jeb Systems, Merrimack, N.H., marketer of Marketing Management System. "However, when prospects begin to

Profiling the SMA Software Vendor Market

Until very recently, SMA vendors struggled on an unfriendly sales terrain as they tried to introduce computers to the last great holdout in the corporate hierarchy—the sales department. Dealing with an area where the last big technological breakthrough may have been the invention of the automobile, vendors haven't had an easy time of it, particularly given their small size (their ranks are heavily populated by recent startups) and equally small budgets.

Their grand expectations of future growth, however, are anything but small according to a report on SMA published by Information Systems Management (ISM)—a blistering compound annual growth rate (CAGR) of between 55% and 60% in the 1990-95 time frame. And while some "bragging" is probably inherent in these figures, the projected growth rate is probably not that far out of line—despite the fact that market researcher Dataquest predicts that total PC software sales in the U.S. will rise from $2.5 billion in 1990 to $4.2 billion in 1995, for a CAGR of just over 10%.

Why the disparity? For one thing, vendors are positioned in the early stages of what will be a boom market—certainly one that will vastly outdistance overall PC software industry growth—over the next five years. Jeffrey Tarter, editor-publisher of *Soft*Letter,* a leading PC industry newsletter, points out that "this kind of growth isn't unusual for companies that sell to a niche market that's in the early stages of a rapid growth trajectory."

Tarter also notes that the average growth for firms in his own eight-year-old annual directory of the 100 leading PC software companies has been around 40%, which he says shows that the 55% to 60% figures being tossed around by SMA vendors "aren't out of reach."

Despite their heady projections of revenue growth, however, vendors may be hedging their bets on SMA software somewhat. While 50% report their share of revenues from sales and marketing users rose over the last three years, 47% expect this ratio to remain unchanged in the future, while only 37% expect it to expand.

This may be due to the fact that even though vendor reps spend more time with sales and marketing chiefs than with any other title (91% vs. 68% for owners and 64% for national sales managers, the second- and third-largest groups, respectively), they note that SMA still doesn't make for an easy sell, despite the industry's gathering momentum. In fact, more than three-fourths (77%) say an educational/missionary sell is required, and more than half (57%) say they still encounter resistance when they make their initial overtures.

On the other hand, vendors are either polishing their selling skills considerably or overstating their problems vis-à-vis prospect resistance, because they also report that they've cut the sales cycle in half—from a median of six months three years ago to just three months today.

Other findings from the ISM report that are particularly revealing include the following customer-related issues:

1. **Improved productivity.** Fully 70% of vendors say this is still the customers' primary goal vs. 25% who disagree and 5% who don't know.
2. **Who uses SMA software.** More than three-fourths (78%) of the vendors say their customers want the software used by both sales reps and sales managers vs. 13% who say it's for reps alone and 9% for managers exclusively.
3. **Pilot test.** Only half the vendors say their clients do a pilot test before going to a national rollout, which suggests many sales execs are adopting SMA as an act of faith or in response to a competitor's computer program.
4. **Customization.** Here, too, only half of the vendors report they have to customize their software to conform to client needs, which will discomfit those sales execs who insist each sales operation is a unique entity unto itself.
5. **Platforms.** Customers looking for software that will run on the latest lightweight laptop/palmtop/pen-based equipment may have to be a little more selective, since less than one-third of the vendors surveyed listed either handheld, pen-based, or Windows-based hardware as their platform of choice. The hands-down favorite—with a positive response of 82%—continues to be laptop PCs.

And what about Windows? Well, despite being the most successful new product ever in the PC industry—to say nothing of the millions Microsoft has ladled out to tempt developers—Windows 3.0 has so far failed to make it with SMA vendors. While Microsoft touts its icons and drop-down menus as appealing to keyboard-hating salespeople, the high cost of hardware needed for Windows is obviously a turnoff. Jeffrey Tarter estimates that a PC outfitted to run Windows properly costs around $8,000, double the $3,000 to $4,000 cutoff figure most companies use when buying PCs for their salespeople.

deal with platform restrictions and budget requirements, the theory fails them. The need to fulfill a complete 'sales operating system' is a very complex issue. Most sales managers have given very little consideration to the impact of sales force automation on the sales operating system—or to even trying to define it, for that matter."

Another supporter of integration warns of being locked into a system that's resistant to change, regardless of how the organization itself changes. "For example," says Anne M. Hopkins, founder and president of Trailing Edge, Greenwich, Conn., marketer of Top Man turnkey systems, "a company decides to get rid of an in-house sales force and sell through distributors, or some functions that used to report to sales start reporting to marketing. The road to 'systems hell' is paved with good integration that no longer fits."

Michael Cassettari, vice president of marketing for Information Resources' decision support systems division, Waltham, Mass., marketer of Sales Management System, thinks the integration process involves more than automation. In fact, he says, "'Automation' is the wrong word, because it gives the wrong orientation. Automation suggests you only want to do better, faster, and cheaper what you're currently doing. Instead, the focus of these systems must be on whether what you're doing is the correct *policy*. Are you promoting the right product? Positioning yourself to your customers' needs? Getting a return on your sales and marketing investment?"

Among those who see software integration as inevitable, D.M. Horridge, chief operating officer of EMIS Software, San Antonio, Texas, marketer of EMIS-1, reasons that "to run a company, all management—as well as sales personnel—needs to know the magnitude of prospective business, where that business is or will be coming from, and where past business has originated." Or as James S. Scherrer, president of Scherrer Resources in Philadelphia, marketer of Sales Ally, puts it: It's simply a matter of "top management needing to guide the ship before it strays off course."

Predicting that "integrating database marketing with sales automation will determine the winners in the 1990s," Gary Cretts, director of business development for Epsilon in Burlington, Mass., marketer of Territory Management System, seems confident that the next generation of software will move beyond administrative and calendar-type planning: "It will integrate all aspects of a company business and allow on-line access by multiple users to any aspect of the databases."

AGREEMENT ON SMA FUTURE

Interestingly, Goldenberg's third point draws almost universal support. Ninety percent of the respondents agree that the components of SMA software in the 1990s must include sales assistance, customer care, and marketing and executive intelligence.

"This is a pretty good list," says Richmond Technologies' Tom O'Flaherty. "The challenge will be in the implementation, because these items are needed by different people in the organization. Marketing and executive intelligence would only be needed by the most sophisticated salespeople. Customer care is sometimes a different department, yet the information is often needed by the salespeople."

Other yea-sayers touched on areas they felt were overlooked. Kenneth Legg, president of Sales Implementation Systems, Huntington Beach, Cal., marketer of For Sales, feels that SMA software must include "two additional features if it's to help marketers remain competitive. First, customer relationship building and maintenance. Second, 'exception reporting' capability."

D.M. Horridge has his own laundry list. SMA systems, he notes, "should also integrate word processing, publishing, communications, and other productivity functions. Most important, the system must provide for a simple data flow, multiple platforms (hardware and software), and operational capabilities, all the while uniting simplicity with data input and report generation flexibility."

Michael Ganci, president of Informatics Group, West Hartford, Conn., marketer of Act III Authoring System, says he buys Goldenberg's list—as long as the focus is kept on the salesperson. "Software needs to be recognized as an adjunct to the sales call, telemarketing, advertising, and the other traditional components of message delivery," he says. "The computer is the delivery medium of the 1990s."

Getting in a plug for his own product, Don Elhers, president of SalesPro Int'l, Brentwood, Tenn., marketer of Sales Producer, stresses that the more complex software of the future should come with built-in aids for the salesperson. "The software must come bundled with a strong self-administered training and implementation plan. For example, Sales Producer comes with a 1 1/2-hour basic training video. An additional 1 1/2-hour advanced training and strategic and implementation video is also available."

Others see Goldenberg's basic components as a starting point for setting up SMA systems. Marketing Information Systems' Chris Stockwell thinks that "like just-in-time, SMA is done correctly only when all those areas that 'touch' the customer are working from—and adding to—the same powerful system. That means field sales automation via laptop software that comes from the same vendor who provides their inside sales, service, and marketing software; this way, information is passed to the field 'just in time' so that the left hand knows what the right hand is doing and market and customer profiles are continuously worked and constantly updated."

Representing the minority in her disagreement with Goldenberg's third premise, Trailing Edge's Anne M. Hopkins—who specializes in multivendor systems—says she doesn't think any single vendor can provide all the components. "An integrated system will never be the product of a single software vendor," she contends. "While all the functions listed will need to be integrated into an overall system to support a company's sales and marketing process, the likelihood that a single package from one vendor will meet all requirements is highly unlikely—and probably even undesirable.

"Software vendors need to focus on standards and interfaces so that data can flow easily from one specialized package to another," Hopkins adds. "For instance, corporate leads from a management system like Top-Man to a contact management package like Act! Here, being modular is as important as being integrated."

Breakthrough Productions' Gregg Sanderson phrases this another way: "While I agree on the basic components, there are other considerations to keep in mind. Primarily, they don't all have to be the same piece of software—or even any software at all. We must meet the needs of each in the best way, and if software can do it, fine. If not, that's okay, too."

These components will become more valuable when they're linked with other departments in the organization, say some vendors. Mark LeVell, for example, insists that "the goals of SMA simply can't be accomplished unless integration with other systems in the corporation exists. How can you track whether one lead source generates more long-term revenue if order entry, accounts receivables, and the sales database aren't pulling together? There'd be no way to put both sets of data on the same report. Communications in the form of remote update and distributed database environments will also be essential, because the sales force is the most 'distributed' department in companies today."

Salespeople want software that will help them make more sales, not turn them into data entry clerks.

EXPANDING APPLICATIONS

By a ratio of two-to-one, software vendors agree with Goldenberg's indictment that today's SMA systems "dwell excessively on providing operational sales tools" and fail to address such significant factors as "competitive, customer, and marketplace data."

However, several vendors point to conditions in the real world that account for this conflict. "It's because competitive, customer, and marketplace data are so situational," says Tom Flaherty. "This is the sort of tailoring or customization that a vendor can't anticipate. All a vendor can do is allow for this kind of information to be added to their product. And it's generally up to the customer to add this during the implementation phase."

Flaherty is seconded by a software vendor who observes that "competitive and marketplace data are always changing in the micro sense—new competitors and new products are introduced every day. Some things can't be ascertained as quickly and easily as others. Therefore, no software package can effectively address the competitive marketplace today."

James S. Scherrer draws a different lesson from his client base. Even though marketers may be shortchanging the use of such data "because it's the most complicated part of the problem, one that requires customization for each company using the software," he says, "it's been our experience that this is where we're all headed."

Michael Cassettari explains the obsession with operational tools this way: "The orientation has been sales force automation rather than decision or executive support. The desire has been to focus on productivity of people, which is good. However, little emphasis is given to real, quantifiable payback; that is, return on sales and marketing investments. Also, SMA systems today tend to be transactional and not focused on integrating internal and external data."

Gregg Sanderson goes even further, arguing that "most of the software that calls itself automation is simply computerization. This is an important distinction that has yet to be made. There's nothing particularly automated about dialing up the home office with a modem, checking stock, and entering an order. It's only slightly more difficult than calling the order entry clerk, asking him to check stock, and then dictating the order. If you figure the costs of equipment and training—including teaching the salesperson to type—it would probably be more efficient to call the clerk. Just using a computer doesn't make me automated, any more than wearing a sports coat makes me a sport."

The real problem here may be the glut of contact management and similar applications software out there. And the reason for the glut, of course, is because that's where the most sales can be made. As Anne M. Hopkins explains: "Most packages deal with territory 'operations.' This isn't surprising, given that packaged software will always target the functions needed by the largest population—which is where most licenses can be sold. 'Contact management' packages are essential to sales reps in the field. However, that means better decision making by managers—how to allocate limited marketing budgets, for example—is largely unsupported. Better decision making requires not only competitive, customer, and marketplace data, but also feedback on current marketing programs, such as: Should we go to that trade show again next year? Place that ad? Run another promo?"

Some vendors like Mark LeVell trace the shortcomings Goldenberg alludes to back to a "lack of education on the part of the software-buying public." Chris Stockwell, on the other hand, thinks the problem is more of a case of miseducation: "The sales personnel at these companies dwell on their 'wonderful' system and not on the larger picture of solving problems. Only those SMA systems that integrate telemarketing, inside sales, service, collections, marketing, management, and field sales under one system can provide the solution to the problem of storing powerful market, customer, and competitive information."

Among the nay-sayers, an East Coast software vendor questions whether competitive, customer, and marketplace data are really that critical. "The computer," he argues, "is a tool that does things fast. It's not supposed to 'conclude' or support intuitive processes. Today's products merely support the drudgery work in selling."

In the final analysis, whatever the limitations of today's software—and whatever advances tomorrow may bring—the value of any sales and marketing automation effort will still be a matter of how—and how well—the software is used.

"Sure, moving sales information faster or storing it in one place is a step in the right direction," says one software vendor. "But the real advantage comes when users can manipulate that information into reports or other things that show them something new or confirm something expected."

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DIRECTORY OF PC-BASED SALES AND MARKETING APPLICATIONS SOFTWARE

S&MM's eighth annual directory lists in sequence: 1) vendor's name; 2) title of software package; 3) description of functions; 4) required memory; 5) price; 6) necessary computer models/operating systems; 7) network compatibility; and 8) installed base/age of package.

In the **Price** information, we have listed, where applicable, single user (SU) and multiuser (MU) fees.

Under **Hardware,** "IBM PC full range" refers to the full line of IBM PC systems: PC, XT, AT, PS/2 (under DOS), and any compatible laptop, as well as non-IBM (but 100% IBM-compatible) computers. Similarly, "Mac full range" refers to any Macintosh computer.

NetBIOS appears, where appropriate, under the **Network** heading. NetBIOS is a generic term for all major DOS-compatible networks and includes Novell and all Novell-compatible networks, such as PC LAN, Vines, etc.

Because some software can be used for more than one application, the Directory includes a **cross-reference feature**. Each category heading carries a number; in addition, where numbers are listed in boldface at the end of the description of functions, these numbers refer to the other categories where the software can be applied. For example, if a software package is listed under Account Management (category number 1) and has the boldface numbers **7** and **33** following its description, it means the same software can also be used for Field Sales/Representatives and Territory Management applications. For your convenience, the cross-reference numbers that appear with each category heading are shown below.

Once you've chosen the software packages that fit your company's needs, you can find out how to buy or test them by checking the Vendor Directory (see page 101). To make the selection process easier, we suggest the following:

First, when you call the vendor, ask for demo disks or evaluation copies so that you can get a feel for how the software works, especially if it permits you to enter data. Many companies provide demo disks at no extra cost; others charge varying fees. Be sure to ask.

Second, ask for the names of at least three customers, preferably in the sales/marketing area. By talking to them, you'll get a better idea of the software's overall performance and the learning curve experienced by salespeople.

Third, be sure to ask about the availability and cost of per-person training. While a large number of companies provide training as part of the package purchase, others may charge additional fees that vary for on-site, off-site, and telephone training; some companies provide none at all.

Fourth, it's wise to inquire about the availability and cost of telephone assistance. This kind of help can be invaluable once your system is up and running. Many of the companies listed provide free, unlimited telephone assistance; others charge by the hour or on a contract-fee basis. Again, be sure to ask.

(Note: The descriptive information contained in the Directory is provided by the vendors; because of this, *Sales & Marketing Management* cannot guarantee its accuracy.) ►

1. Account Management
2. Advertising
3. Charts
4. Desktop Publishing
5. Direct Marketing
6. Electronic Mail
7. Field Sales/Representatives
8. Fleet Car Management
9. Graphics
10. Hiring & Training
11. Inquiry/Order
12. Lead Tracking
13. Mapping-Geographic
14. Mapping-Perceptual
15. Market Analysis
16. Market Research
17. Marketing Management
18. Marketing Planning
19. Meeting Planning
20. Personal Management
21. Pricing
22. Product Management
23. Project Management
24. Sales Analysis
25. Sales and Marketing
26. Sales and Marketing Analysis
27. Sales Forecasting
28. Sales Management
29. Sales Planning
30. Sales Presentations
31. Statistical Analysis
32. Telemarketing
33. Territory Management
34. Trade Show Marketing
35. Travel/Entertainment
36. Word Processing/Miscellaneous
37. Zip Code Tracking

Research Coordinator: Melissa Campanelli. Additional research provided by Thayer C. Taylor.

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
ACCOUNT MANAGEMENT 1							
Abend Assoc. Inc.	CALL BACK†	Modular system, designed for salespeople/managers to track phone calls & action taken, generates management reports. **12, 29, 33**	2MB (hard disk)	$5,000 (MU)	IBM PC 386 & up, DOS 3.0 +, UNIX	All DOS-based Net-BIOS compatible	25 + / 1986
Advanced Software Technologies Corp.	Letter Master ADVANCED†	Personal information manager & client tracking system, mail merging, bulk mailing	640K (hard disk)	$495 (SU), $895 (MU)	IBM PC full range, DOS 2.1 +	All DOS-based Net-BIOS compatible	50,000 + / 1989
Advanced Support Group	Sales Machine	Automated response management system with a series of marketing tracks that automatically prints correspondence	512K (hard disk)	$200-$300	IBM PC full range, DOS 3.3 +	No	2,500/ 1990
Applied Computing Services	The Register Program	Time and billing software with built-in word processor	640K (hard disk)	$389.95	IBM PC full range, DOS 2.0 +	No	12,000/ 1989
Arlington Software & Systems Corp.	PCAT System 5 (Professional Contact & Tracking)†	Contact management program designed for sales, telemarketing, and customer service. **5, 12, 32, 25**	512K	$395 (SU), $1,195 + (MU)	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	1,000 + / 1984
Arlington Software & Systems Corp.	PCAT System 6 (Professional Contact & Tracking)†	Contact management program designed for sales, telemarketing, and customer service, optional password security, restricted access data by caller ID, tracks date/time of records, automatic execution of external programs. **5, 12, 32, 25**	640K	$595 (SU), $1,395 + (MU)	IBM PC full range, DOS 2.1 +	All DOS-based Net-BIOS compatible	300 + / 1989
Automated Micro	Norma AIM: Account Information Manager†	For account-oriented salespeople: tickler, notecards, report writing, labels, letter merge, auto-dial	256K	$159	IBM PC full range, DOS 2.2 +	No	8/1989
Caddylak Systems Inc.	Make Contact	Electronic master file for client tracking, mailings, labels, auto-dial, reports, form letters. **5, 12**	512K	$49.95	IBM PC full range, DOS 2.0 +	No	1,800 + / 1987
Caddylak Systems Inc.	Sales Magic 5.62†	Controls, plans, organizes sales activities, tracks prospects & customers, monitors contracts, sales records, report generator. **12, 28, 29**	512K	$109.95	IBM PC full range, DOS 2.0 +	No	3,000 + / 1987
Chang Laboratories	C•A•T III	Relational database for business contacts, tracks clients, activities, time, word processor, automated letters & forms. **12, 28, 29**	1MB (hard disk)	$495	Mac full range, any MOS	All Mac compatible	25,000/ 1987
Computx	MAI-L-ET LIST	Prospect & client database. Built-in word processor, search functions, labels, envelopes, letters	256K	$265	IBM PC full range, DOS 2.0 +	No	165/1982
Creagh Computer Systems	BIZ*BASE GOLD	Software with complete query functions & report generator, built-in word processor, auto-dialer. Complete phone tracking system & central screen for appts.	1MB (hard disk)	$395 (SU), $995 (MU)	IBM PC full range, DOS 3.0 +	All DOS-based Net-BIOS compatible	12,500/ 1989
Creagh Computer Systems	BIZ*BASE SILVER	Sales-oriented database with reports & label generator, query functions, reminders, alarms	360K	$59	IBM PC full range, DOS 3.0 +	No	2,800/ 1990
DAC Easy Inc.	Lucid 3-D†	3-D spreadsheet with graphics for account managers	256K (384K for graphics)	$99.95	IBM PC full range, DOS 2.0 +	No	30,000 + / 1988
Database Associates	Ordertrak†	Esp. for manufacturers' reps, tracks orders, commissions, address file, runs under FileMaker Pro. **11**	4MB (hard disk)	$500	Mac SE30 & up, any MOS	All Mac compatible	New
DataModes Inc.	Contact Management System†	Telemarketing system to record/view contact information with prospects and customers, full communicative information base. **5, 32**	512K (hard disk)	$950	IBM PC full range, DOS 3.0 +, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50/1988
Datanetics	dataTRAC 5.0 †	Application toolbox built on relational database for direct mail, telemarketing, lead tracking, account management. **28, 32**	512K (hard disk)	$3,495-$15,995	IBM PC full range, Super DOS	SuperDOS-based LANs	35 + / 1987
DataSel Software	DataSel Gold 1.0†	Software system with Rolodex, calendar, file cabinet, word processor, advanced search/query functions, spell checker, unlimited contacts, mail merge letters, import/output function	640K (hard disk)	$179	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	New
DayFlo Software	DayFlo TRACKER 3.0	Database for all contacts/correspondence tracking. Designed for desktop with tickler merge, reports, record linking, notes for long sales cycles	448K (hard disk)	$249	IBM PC full range, DOS 2.1 +	All DOS-based Net-BIOS compatible	20,000 + / 1986
Delta Business Systems	PROFIT$†	Multiuser contact management system using relational database system to maintain/control account info. in centralized database. **5, 12, 17, 32**	640K (hard disk)	$450 (SU), $2,030 + (MU)	IBM PC full range, any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	200 + / 1987
Dynacomp Inc	INPAC CUSTOMER/CLIENT TRACKING	Automates client data: lead tracking/history, daily calendar, tickler, letters. Tracks customers, products, dollars, sales volume. Performance to goal comparison reports. Word processor integrated, auto-dial. **12, 20, 24**	512K (hard disk)	$99.95	IBM PC full range, DOS 3.0 +	No	10,000/ 1990
EMIS Software Inc.	EMIS II†	Lead tracking & account management, custom letters, mail merge, unlimited database, spreadsheets. **12, 25, 28, 32**	512K (hard disk)	$1,995 (SU), $2,995 + (MU)	IBM PC full range, DOS 3.1 +	All DOS-based Net-BIOS compatible	1,500 + / 1983
Envoy Systems Corp.	SalesMate Entry Level System (ELS)†	Cross-industry personal productivity & information distribution software; links remote field reps with corporate databases/mailing systems; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	$1,100	IBM PC-AT & up, DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985
Envoy Systems Corp.	SalesMate System for the Apparel Industry†	Works with the ELS system; helps apparel & textile manufacturers simplify promotional & replenishment ordering; consolidates order processing; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	ELS & $1,000-$3,000	IBM PC-AT & up, DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Envoy Systems Corp.	SalesMate System for the Packaged Goods Industry†	Works with the ELS system; helps packaged goods sales forces' control complex sales processes, facilitates communications & optimizes sales productivity; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	ELS & $1,000-$3,000	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985
Envoy Systems Corp.	SalesMate System for the Petroleum Industry†	Works with the ELS system; captures the core of the petroleum industry sales process; customer database; activity planning; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	ELS & $1,000-$3,000	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985
Envoy Systems Corp.	SalesMate System for the Specialty Chemical Industry†	Works with the ELS system; delivers functionality required by chemical technical sales team; territory/account management; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	ELS & $1,000-$3,000	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985
E-Z Data Inc.	SmartOffice†	Contact management system; integrated database and built-in word processor & calendar; auto-dialer; telemarketing functions; note pad; report generator. **12,20,28,32**	2-8MB (hard disk)	$395 (SU), $595 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	New
Fairfield Management Resources Inc.	RMS (Relationship Management System)†	Tracks sales activity, client profiles, tickler file, relationship calling activities, reports. **5, 7, 12, 28**	512K (hard disk)	$895 (SU) $4,000-$8,000 (MU)	IBM PC full range; DOS 2.0 +	No	460 + / 1987
FASTECH Inc.	Sales Information System (SIS)†	Account headquarter selling, enhancing orders, communicates market data, mainframe compatability. **7,11,25,33**	256K-640K	$100,000 +	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	25/1982
FollowUp Software	FollowUp	Contact management software; maintains database of customers/prospects; letter writer; mailing list; call reports; sales forecasts.	384K	$399 (SU), $995 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	7,000 + / 1985
HWA Int'l Inc.	ASIS†	Customer account manager that organizes account information & call activities; contact directory, mailing & security functions; integrates whole corporate enterprise. **28**	640K (hard disk)	$395 + (SU), $1,915 + (MU)	IBM PC full range; any DOS, UNIX, XENIX, Mac full range, any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	500 + / 1986
JEB Systems Inc.	Marketing Management System/Plus†	Marketing & sales automation; direct marketing, lead tracking, telemarketing, lead analysis, sales forecasting, sales analysis. **12, 32**	256K (hard disk)	$995-$15,000	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	1,400 + / 1980
Key Systems Inc.	Prospecting Plus†	Sales, marketing, direct mail, bulk mail support, mail merge, tickler. **5, 25**	1.5MB (hard disk)	$495 (SU), $1,485 (MU)	IBM PC full range; DOS 3.0 + ; UNIX, XENIX	All DOS-based Net-BIOS compatible; UNIX, XENIX	1,200/ 1985
Konetix Inc.	Client Manager 3.0†	Manages business/personal contacts, prints follow-up reports/labels/index cards, searches all files for first/last name	384K (hard disk)	$89.95 (SU), $149.95 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	600 + / 1988
Laptop Express	Quota Maker†	Sales prospecting & marketing system; tickler, labels, Rolodex	512K	$395	IBM PC full range; DOS 2.0 +	Novell	2,000 + / 1984
Laptop Express	RIO†	Universal contact management system; auto-dialer, integrated appointment calendar; on-line manual, integrated with other software products.	500K	$195	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	New
Leadership Development Inc.	TAME (Tactical Account Management Expert)	Maintains control of major accounts, pre-call plans, profiles key contacts, account selling opportunities, offers strategic/sales adviser/decision structure reports.	512K (hard disk)	$495	IBM PC full range; DOS 2.0 +	No	100/1990
Management Software Inc.	PC Briefcase Client & Business Activity Manager	Maintains thousands of client information records, to-do lists, calendar, auto-dialer, tickler file, mailing lists, quota tracking, T&E system. **35**	256K (hard disk)	$55	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	500 + / 1989
Management Software Inc.	PC Briefcase Executive Reports	Analyzes information & prepares comparative reports on clients. **28**	256K (hard disk)	$295	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500 + / 1989
Management Software Inc.	PC Briefcase Marketing Assistant	Maintains product & service descriptions, creates quotes based on pricing plans, automatic calculation, graphic presentations; 7 geographic maps. **9**	256K (hard disk)	$55	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500 + / 1989
Management Software Inc.	PC Briefcase Reference Source	Database of corporate & federal addresses, phone numbers; U.S. geographic & demographic data by state, zip, area codes; data sorts, labels, calculator, personal fitness file, calculator.	256K (hard disk)	$55	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500 + / 1989
MicroMega	Account Manager/Pro†	Customer information file that keeps detailed account information; time management system; competitor tracking; report & list manager. **5, 12, 24, 25, 26**	2MB (hard disk)	$4,995 (SU), $7,500 (MU)	IBM PC-AT & up, DOS 3.1 + ; Mac SE30 & up, any MOS	All DOS-based Net-BIOS compatible	10/1987
Modatech Systems Inc.	Sales Force Automation System: SFAS†	Uses handwriting recognition computers to collect data at the retail level to be transferred to the home office for report generation & transmission to the appropriate managers in the field; mainframe compatability. **7, 22, 27, 28, 33**	640K (hard disk)	$100,000 +	IBM PC-AT & up; DOS 3.0 +	Open Systems Architecture	2/1987
National Management Systems	Account Manager's Workstation†	Customizable system for national account sales organizations; sales productivity; call history reporting; management reports.	640K (hard disk)	$1,000	IBM PC full range; DOS 2.1 +	All DOS based Net-BIOS compatible	New
Odesta Corp.	Double Helix 3.5†	Client/server relational database that creates customized applications including inquiry/order, list/account management, time & billing, lead tracking, sales management. **5, 11, 12**	1.5MB	$695	Mac + & up, MOS 6.0 +	AppleTalk, Ethernet	50,000 + / 1985
PRISMA Software	Your Way†	Time & contact management system; graphically oriented; auto-dialer; report generator; runs under Windows 3.0.	2MB (hard disk)	$199	IBM PC-AT & up; DOS 3.1 +	All DOS-based Net-BIOS compatible	100,000 + / 1990
RAVIS	Standard Quotes	Modular quoting system for sales reps; modules include: quotation, RFQ, customers, products, terms & conditions, reports, utilities; menu-driven. **7**	512K (hard disk)	$298	IBM PC full range; DOS 3.0 +	No	35/1990
Remote Control Int'l	Telemagic Forecaster	Used with Telemagic data files to generate sales forecasts on your prospects. **12, 27, 32**	512K	$295	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	50 + / 1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Remote Control Int'l	Telemagic Professional 12	Complete sales/telemarketing support including tickler files, call reports, contact lists, auto-dialer, scripting, form letters, labels, word processor, mainframe compatability **12, 32**	512K	$395(SU), $995(MU)	IBM PC full range; DOS 3.1+, Mac+ & up, MOS 6.1 & up	All DOS-based Net-BIOS compatible; all Mac compatible, XENIX, UNIX	50,000+/ 1985
Richmond Technologies & Software Inc.	The Maximizer Contact Management Software 2.1 MM†	Organize/manage unlimited number of clients/prospects, tracks history, classifies customers & prospects, handles all aspects of mass mailings, calculator, diary & personal accounting system **20, 33**	512K (hard disk)	$295 (SU), $895 (MU)	IBM PC full range; DOS 2.1+	All DOS-based Net-BIOS compatible	60,000+/ 1987
Richmond Technologies & Software Inc.	Maximizer Light†	Organize/manage unlimited number of clients/prospects, especially for use with low-end floppy portables & notebooks **20, 23**	512K	$120	IBM PC full range; DOS 2.1+	No	New
Sales Management Systems Inc.	PRO$ELL 1.1	Contact manager, appointment schedule, territory management, integrated letter writing, sales & expense reports, mail manager, 25 user-definable fields **32**	512K (hard disk)	$49-$189 (SU), $495 (MU)	IBM PC full range; DOS 3.1+	All DOS-based Net-BIOS compatible	1,000+/ 1988
Saratoga Systems Inc.	Sales Productivity System†	Customized account management/sales information system with unique displays, runs under Windows 3.0	640K (hard disk)	$1,250	IBM PC-AT & up; DOS 3.1+, OS/2	All DOS-based Net-BIOS compatible, OS/2 networks	3,000+/ 1986
Scherrer Resources Inc.	Sales Ally†	Customer/prospect tracking system, database management, word processing, auto dial, telemarketing, account management, order entry, calendar **12, 32**	384K (hard disk)	$395 (SU), $850, $1,895 (MU)	IBM PC full range; DOS 2.0+	All DOS-based Net-BIOS compatible	10,000+/ 1986
SNAP Software Inc.	SNAP 3.1	Account sales management, direct marketing, lead tracking, fulfillment, telemarketing, sales forecasting, reporting, quoting, activity planner, distributed database capabilities **5, 7, 12**	640K (hard disk)	$1,200 (SU), MU discount	IBM PC full range; DOS 3.1+	All DOS-based Net-BIOS compatible	25,000/ 1983
Soft Solutions Inc.	PowerTrax 3.1	Sales management tool, account/contact management, scheduling, direct marketing functions, integrates contact base scheduling through calendar system, mail merge **5, 7, 12**	1MB (hard disk)	$495 (SU), $1,295+ (MU)	Mac full range, any MOS	All Mac compatible	100+
The SoftPro Group	SoftPro	Contact management program, lead tracking, word processor, spreadsheet and database capabilities **5, 7, 12, 28, 32**	512K	$195	IBM PC full range; DOS 3.0+	All DOS-based Net-BIOS compatible	150+/ 1990
SourceMate Information Systems Inc.	AccountMate Sales Order	Order entry, quotation & shipping system, generates sales orders for preparing/filling out customer orders **11**	640K	$295 (SU), $595 (MU)	IBM PC full range; DOS 2.0+	All DOS-based Net-BIOS compatible	20,000/ 1984
SourceMate Information Systems Inc.	C-POWER	Contact management software, list management, report generator, word processor	640K (hard disk)	$495 (SU), $995 (MU)	IBM PC full range; DOS 2.1+	All DOS-based Net-BIOS compatible	300/1989
TCI Software	Open Systems	Modular-based customizable account system	640K	$795	IBM PC full range, any DOS, UNIX, XENIX	Novell	500/1981
Thoughtware Inc.	Sell!Sell!Sell! Applications	Database for client & account tracking, built-in word processor, call-back function, form letters & mail merge	192K	$99	IBM PC full range; DOS 2.0+	No	5,000+/ 1984
Valor Software	[illegible]	On-line database, organizes activities & accounts **20, 23, 25, 29, 33**	384K (hard disk)	$95	IBM PC full range; DOS 2.1+	No	5,000+/ 1988
Westware Inc.	ContactEase	Electronic Rolodex/telephone book/mail merge system	1MB (hard disk)	$395	Mac+ & up, MOS 6.0.2+	All Mac compatible	1,000+/ 1990
Winsight Inc.	Building Client Satisfaction	Program that understands clients' needs & goals, enables user to free time interacting with client	256K	$249 (SU), MU discount	IBM PC full range; DOS 2.1+	No	1,000+/ 1988
ADVERTISING	**2**						
Applied Systems & Technology Inc.	TrAid Names	Interactive program creates new products, services, business names based on desired attributes **22**	512K	$159	IBM PC full range; DOS 2.0+, Mac 512 & up, MOS 4.2+	All DOS-based Net-BIOS compatible, AppleShare, TOPS	700/1987
Cetex Corp.	Clipfile†	Media analysis package, evaluate, analyze & track press coverage, issues management & trend management, competitive analysis **22**	640K (hard disk)	$595	IBM PC full range; DOS 2.0+	No	50/1989
Cetex Corp.	PR Manager†	For public relations & media departments, media publication information, mailing labels, lists, add contacts, unlimited notepad, on-line directory, detailed activities report generator **12**	512K (hard disk)	$595 (SU), $2,495 (MU)	IBM PC full range; DOS 2.0+	Novell	50/1988
Cetex Corp.	Reach†	Sales & marketing identification product, esp. for printing industry, that contains information & addresses of publications, enabling mass mailings **12**	512K (hard disk)	$625	IBM PC full range; DOS 2.0+	No	5/1988
CGA Inc.	CAPRA PLUS	Provides competitive statistics on computer companies for use in media planning, message analysis, product positioning **22**	640K (hard disk)	$2,500+	IBM PC full range; any DOS	Novell	150+/ 1989
CompuDoc Inc.	Electronic Media Kit	Interactive promotional graphical diskette for publishers to distribute to potential advertisers. Rate card calculation, insertion order, contract & printing **5, 9, 30**	512K (hard disk)	$5,000 to $50,000	IBM PC full range; DOS 3.0+, Mac full range, MOS 6.0.2+	No	50+/ 1989
ComputerEase Software Inc.	PAGE CONTROL Ad†	Ad dummy, used to plan/keep track of locations of ads by page in publications	1MB	$19.95-$10,000	IBM PC full range, any DOS, Mac II Series, any MOS	All DOS-based Net-BIOS compatible, all Mac compatible	10/1987
G. Temple Assoc. Ltd.	Schedule Express	Helps marketing managers develop potential advertising budgets	512K	$139	IBM PC full range; DOS 2.0+	No	50+/ 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
The InMar Group	MediaMark†	Interactive marketing for advertising purposes. **4**	256K	$20,000-$200,000	IBM PC full range; any DOS; Mac full range; any MOS	All DOS-based NetBIOS compatible	500/1986
M & S Assoc.	MARKETPAK†	Lotus 1-2-3-based media planning & annual promotional program with lead-tracking functions & automatic price list generation. **12, 21**	640K (needs Lotus 2.2+)	$89.95	IBM PC full range; any DOS	No	20/1990
MarketWorks Inc.	ADMANAGE†	Manages company's advertising & promotion budgets, monitors & schedules media; automated calculations & information retrievals. **28**	640K (hard disk)	$449	IBM PC full range; DOS 2.0+	No	1,000+/1989
MCP of Niagara Inc.	CO-OP/Manager	Modular-based system for the automated management and recovery of co-op advertising dollars from brand name product vendors.	1MB	$3,199	IBM PC full range; DOS 2.0+	Novell	50+/1989
Media Research Institute Inc.	ADplus	Uses standard industry audience rating & cost data for advertising media planning, analysis & optimization of all major advertising media categories & combinations.	512K	$99.95	IBM PC full range; DOS 3.0+; Mac + & up; MOS 1.1+	All DOS-based NetBIOS compatible; all Mac compatible	500+/1989
MediaMark Research Inc.	BrandTab†	Produces segmentation & competitive analysis for a brand or product category, including brand interaction & household consumption data.	1MB	$11,500	IBM PC full range; DOS 3.1+	No	10+/1989
Mel Long Assoc.	Cost Per Reader	Takes readership percentage of an ad & calculates cost/reader.	256K	$39	IBM PC full range; DOS 2.1+	No	80+/1989
Mel Long Assoc.	Print Ad Schedule	Database for scheduling & tracking print advertisements.	512K	$199	IBM PC full range; DOS 2.1+	No	100+/1989
Robinson Assoc. Inc.	BINEMAX (Benefit Impact Maximization System)†	Develops copy/promotion information based on customized segments; mainframe compatibility.	640K (hard disk)	$13,800+	IBM PC full range; DOS 3.0+	All DOS-based NetBIOS compatible	3/1988
The Salinon Corp.	HEADLINER†	Tool used to help create catchy slogans, jingles, headlines, other promotional expressions.	256K	$195	IBM PC full range; DOS 2.0+	No	1,000+/1987
The Salinon Corp.	NAMER†	Name-generation tool for products, companies, etc.	256K	$195	IBM PC full range; DOS 2.0+	No	2,000+/1987
The Salinon Corp.	WORDS THAT RING	Catchy vanity telephone numbers.	256K	$99	IBM PC full range; DOS 2.1+	No	Under 100/1988
Select Media	C.A.P.S.S. (Co-op Advertising Program Subscription Service)	Works with S.M.I.L.E.S. program; provides retailers with their vendors' co-op advertising programs.	640K (hard disk)	$500-$2,000 per yr.	IBM PC full range; DOS 3.1+	No	50+/1989
Select Media	S.M.I.L.E.S. (Select Media Inc. Ledger Entry System)†	Co-op advertising, accounts completely tracked & controlled for retailers/distributors.	640K (hard disk)	$799-$3,800	IBM PC full range; DOS 3.0+	No	500+/1984
Select Media	Stand Alone C.A.P.S.S.	Database of manufacturers' co-op advertising programs, esp. for media organizations.	640K (hard disk)	$2,400 per yr.	IBM PC full range; DOS 3.0+	No	5+/1990
TBX Inc.	FasTRACK II	Lead management for queries from direct mail or advertisements; tracks results, costs, etc. **5**	256K (hard disk)	$495	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	15/1989
Telmar Information Services	FloMaster	Produces advertising media flowcharts & related cost analysis for advertising media.	512K	$795	Mac 512+ & up; any MOS	All Mac compatible	1,000+/1988
Working Computer	Clients & Profits for Advertising Agencies†	Helps managers assess job costs, planning, billing, esp. for ad agencies.	1MB (hard disk)	$1,195-$4,995	Mac full range; any MOS	TOPS, AppleShare, Ethernet	500+/1986
CHARTS 3							
Caddylak Systems Inc.	Form Designer with Fill-in Feature	Creates forms, charts, worksheets; automates process of filling out forms repeatedly; database for long-term storage.	512K	$99	IBM PC full range; DOS 2.0+	No	11,000/1986
Computer Assoc. Int'l Inc.	CA-Cricket Graph	Technical charting package; pie charts, polar charts, etc.	1MB (hard disk)	$129	IBM PC AT & up; DOS 3.1+; Mac full range; MOS 6.0+	No	5,000+/1986
DESKTOP PUBLISHING 4							
Bestinfo Inc.	[illegible] System	Tools for producing catalogs, retail advertising materials, layout & composition capabilities, writing & editing tools, etc. **2**	8MB (hard disk)	$3,500 (SU); $15,000+ (MU)	IBM PC 386+; VGA monitor; DOS 3.0+; OS/2	All Dos-based NetBIOS compatible	1,000+/1988
Frame Technology	FrameMaker 3.0 X	Professional publishing software, integrates word processing, graphics, page layout, equations, editing, tables & structured document tools. **9, 36**	4-16MB	$995	Mac full range; any MOS; UNIX	UNIX	28,000+/1986
Spinnaker Software Corp.	PFS: First Publisher	Desktop publishing program, high-resolution fonts & images for newsletters, fliers & reports.	512K	$149	IBM PC full range; DOS 2.1+	No	300,000+/1989
Ventura Software Inc. (a Xerox Co.)	Ventura Publisher	Desktop publishing tool with word processing, graphics, typeset quality documents, includes table production, equation, cross referencing & vertical justification capabilities. **9, 36**	640K-6MB (hard disk)	$795	IBM PC full range; DOS 2.1+; OS/2; Mac full range; any MOS	All DOS-based NetBIOS compatible	200,000+/1985
Ventura Software Inc. (a Xerox Co.)	Ventura Publisher for Windows	Same as the Ventura Publisher program but runs under Windows 3.0.	4MB (hard disk)	$795	IBM PC AT & up; DOS 3.1+	All DOS-based NetBIOS compatible	New
WordPerfect Corp.	WordPerfect	Advanced word processing/desktop publishing with text integrated graphics, multiple fonts, style definitions, laser printer support, mainframe compatibility. **36**	384K	$495	IBM PC full range; any DOS; Mac full range; any MOS; UNIX	All DOS-based NetBIOS compatible; all Mac compatible	7.6 million/1989
ZSoft	SoftType	Software program combining 62 scalable typefaces with styling capabilities, creates fonts, runs under Windows 2.1+.	100K (hard disk)	$199	IBM PC full range; DOS 2.0+	No	1 million+/1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
DIRECT MARKETING 5							
Abelson Communications Inc.	CMATS (Contact Management & Telemarketing System)†	Stores client information, mini- & maxi-notes fields, 25 user-definable fields. Tickler, to-do calendar, search, mailing lists, label generator, unlimited alarms, full scripting module, on-line info. database	540K (hard disk)	$195-$295 +	IBM PC full range; DOS 3.0 +	Novell	100/1990
Alembic Computer Services Inc.	MAILIST	Mailing list/label software: mail merge, include/exclude searches	192K	$60	IBM PC full range; DOS 2.0 +	No	300 + / 1986
Arc Tangent Inc.	Merge-Purge	Eliminates duplicate entries, managing different lists using analysis feature, create master lists	512K (hard disk)	$195	IBM PC full range; DOS 3.0 +	Novell	New
Arc Tangent Inc.	Professional Mail	Mailing list manager; generates & manages entire mailing	640K (hard disk)	$695	IBM PC full range; DOS 3.0 +	No	New
Arc Tangent Inc.	ZIP++ 2.10	Address correction software: compressed version of 3.2 gigabyte U.S. Post Office file; contains every street, city, state, zip code & carrier route in U.S.; standardizes mailing address **37**	640K (CD-ROM)	$195	IBM PC full range; DOS 3.0 +	No	New
Automation Technologies	Total Manager†	Market plans, lead tracking, letters, telemarketing, time management, prospect database, import/export capability, auto-dialer, expense tracking, interoffice communications, database transfers **12, 32**	465K	$495 (SU); $1,995 + (MU)	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	10,000/ 1988
B & B Systems	B & B MAIL	Label and reporting database for any mailing application; sorting & selecting capabilities	450K (hard disk)	$45	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	1,000/ 1988
Caddylak Systems Inc.	Mail It	Mailing list management program; checks duplicates, produces Rolodex cards & address books; prints on any size envelopes; 5- & 9-digit zip codes; dot matrix printer compatability	384K	$59	IBM PC full range; DOS 2.0 +	No	1,000/ 1988
CompuDoc Inc.	Electronic Brochure†	Interactive promotional diskette: simulate products, perform calculations, generate response letters, graphics **2, 9, 30**	512K	$5,000 to $50,000	IBM PC full range; DOS 3.0 + ; Mac full range; MOS 6.0.2 +	No	1,500 + / 1988
CompuDoc Inc.	Greeting Diskette†	Replaces conventional paper cards with colorful, animated greetings. Includes company name, logo & address, plus additional personalization (by user) **2**	512K	$500 to $5,000	IBM PC full range; DOS 3.0 + ; Mac full range; MOS 6.0.2 +	No	50 + / 1989
CompuDoc Inc.	Product Selection Guide†	System assists users in identifying appropriate model for customer needs. Based on user responses to a series of questions **2, 11**	512K	$10,000 to $50,000	IBM PC full range; DOS 3.0 + ; Mac full range; MOS 6.0.2 +	No	8,000 + / 1989
Computer Systems Consultants Inc.	Full Screen Mailing List†	Mailing list database with query functions, customized dimensions	128K	$100	IBM PC full range; DOS 2.0 +	No	100 + / 1983
DataMap Inc.	Market Query†	Designed specifically for direct marketing, mail targeting & market site selection & analysis; spreadsheet; includes 1990 Census demographics & 1991 postal carrier locations	640K (hard disk)	$495	IBM PC full range; DOS 2.0 +	No	200 + / 1988
Exceiver Corp.	MailBase†	Mail list management software: mail merge & label printing	1MB (hard disk)	$149	Mac full range; MOS 4.0 +	No	New
1st Desk Systems Inc.	1st MERGE†	Creates form letters, list management & merges	1MB (hard disk)	$95	Mac + & up; any MOS	All Mac compatible	11,000/ 1985
Group 1 Software Inc.	AccuMail	Address-correcting, postal coding program; confirms zips & attaches 4-digit codes & carrier routes; standardizes address formats to USPS conventions	640K	$795	IBM PC full range; DOS 3.0 +	No	600/1988
Group 1 Software Inc.	ArcList 2.0	Mailing list management system creates lists, performs merge/purge, catches duplications, corrects zip code errors, prints labels	640K	$695 (SU); $1,495 (MU)	IBM PC full range; DOS 3.0 +	Novell	4,000 + / 1986
Group 1 Software Inc.	Dupe Eliminator	Removes mailing list duplicates; cross-referencing feature; 3 duplicate recognition options; flexible testing criteria & direct file compatibility	480K	$149	IBM PC full range; DOS 3.0 +	No	200 + / 1991
H&D Leasing	Direct Mail 4.0†	Produces shipping labels, form letters, postcards; sorts by zip code, name, city, country; checks duplication; customized inventory, invoicing & order entry; runs under Windows 3.0	512K (hard disk)	$295.95 (SU); $495 (MU)	IBM PC 386 & up; DOS 3.1 + ; Mac + & up, any MOS	TOPS, AppleShare, Ethernet	400 + / 1986
Harris Publishing	Selectory	Database of manufacturing firms for managers & salespeople to identify qualified prospects; 10 editions that cover industry/state **7, 32**	512K (hard disk)	$220-$695	IBM PC full range; DOS 2.0 +	No	6,000/ 1985
Melisco Marketing Inc.	PONY EXPRESS 1.50	Program that calculates all U.S. Postal Service & UPS rights for use by small offices or shipping departments	136K	$80	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	1,000 + / 1988
Nelson Business Systems Inc.	Client Tracking System†	Organizes/tracks clients & prospects; features individual notepads for each record/letter file, labels, internal dial	512K (hard disk)	$495	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	24 + / 1988
Noguska Industries	Mailing Label Management	Direct mail program: handles lists of up to 25,000, removes duplicate labels, sorts alphabetically by zip code & carrier route	256K	$45	IBM PC full range; DOS 2.0 +	No	500 + / 1986
Pagex Systems Inc.	Desktop Marketing†	Creates letters, labels, lists, 3x5 cards in conjunction with Database America Files	256K (hard disk)	$125 +	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	5,000 + / 1988
Peopleware Inc.	ListPro	Mailing list & professional credit tracking system for past registrants, transcripts, direct mail labels, letters	640K (hard disk)	$750	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	400 + / 1984

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Peter J. Moore & Assoc.	The Delivery Analyzer 2.0	Chooses the best remittance processing or mailing locations based on U.S. Postal Service's first-class delivery standards.	No minimum	$795 +	IBM PC full range; any DOS	No	New
Pinpoint Systems	Instant Prospects	Prospect databases & software system; thousands of companies & execs, sort/segment on any field; prints labels/lists/envelopes/profiles/graphs; unlimited notepad; 15 user-definable fields. **1, 25, 32**	640K (hard disk)	$449	IBM PC AT & up; DOS 2.0 +	No	2,000 + / 1988
Publishing Int'l	Byte Size Labeler	Produces direct mail labels; can be output to Rolodex & index cards & continuous-form envelopes.	256K	$99	IBM PC full range; DOS 2.1 +	No	1,200 + / 1989
Retail Concepts Inc.	Mailing Label System	Label producer/sorter; sorts by name, zip code, area code, etc.; event file feature links persons w/events; sort & print selectively by event.	394K (hard disk)	$2,500	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	50 + / 1969
TCI Software	MailList	Mailing list program for domestic or international mailings; provides address info., 2 phone numbers, 5 mail codes.	64K	$79	IBM PC full range; DOS 2.0 +	No	1,000 + / 1980
ELECTRONIC MAIL 6							
Action Technologies Inc.	The Coordinator II 2.2	Allows E-mail to LAN communication. Group scheduling; secretary can access staff schedules. Mhs compatible word processing. **7**	640K (hard disk)	$600 (SU), $1,800 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	325,000/ 1983
BMU Softworks Inc.	BackMail II	E-mail system; users create own E-mail network using phone lines & modems; pop-up screens; sends & receives files & messages.	33K (hard disk)	$79 (SU); MU discount	IBM PC full range; DOS 2.0 +	No	New
BMU Softworks Inc.	BackMail II HUB	Software that creates a computerized post office; works with BackMail II.	640K (hard disk)	$399	IBM PC full range; DOS 2.0 +	No	New
Century Software	OfficeMinder	E-mail software program; schedule & project management check-out log & advanced bulletin board.	86K (hard disk)	$295	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	200 + / 1988
Coker Electronics	iPOST Central†	Menu-driven E-mail links field laptops & branch office desktops, with HQ forms, fax, LAN option & remote option available.	256K (hard disk)	$149-$395 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	1,000 + / 1988
Coker Electronics	iPOST LAN Central†	E-mail system allows workstation users to communicate with each other as well as linking sites; also allows users to send E-mail & transfer files.	640K (hard disk)	$495-$995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	50 + / 1990
Connex Systems	ConneXion 2	Electronic post office; handles up to 8 phone lines simultaneously; fax option.	640K (hard disk)	$695 (SU), $995 (MU)	IBM PC full range; DOS 3.3 +	All DOS-based Net-BIOS compatible	1,200/ 1990
Cross Information Co.	CROSS + POINT	E-mail system with bulletin board, scheduling, phone pad, mail notification; modem sharing capability & LAN-to-LAN capability.	120K	$395 +	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	1,000 + / 1985
Datanetics	Bulletin Board	Sends messages anyone can read.	512K	$295-$1,185	IBM PC full range; SuperDOS	SuperDOS	30 + / 1989
Datanetics	dataMAIL	Electronic mail system that requires password to read mail.	512K	$450-$1,925	IBM PC full range; SuperDOS	SuperDOS	30 + / 1989
Enable Software/ Higgins Group	Higgins 2.4	Modular groupware package; E-mail, scheduling, document tracking, reporting.	270K	$695	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	3,000 + / 1987
1st Desk Systems Inc.	1st BBS	Remote, wide area database & bulletin board system.	1MB	$195	Mac + & up; any MOS	No	2,000/ 1989
Futurus Inc.	RIGHT HAND MAN II 1.11†	Modular groupware/E-mail office productivity package; Mhs capability; group & personal scheduling; to-do list; phone messaage center.	4-6K (hard disk)	$149 (SU), $495 (MU)	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	65,000 + / 1987
LEADtrack Services	LEADPlus: Call Processing & Routing Software†	Modular-based call routing & voice processing software; unlimited mailboxes & zip code assignments of dealers.	640K (hard disk)	$575	IBM PC full range; DOS 3.1 +	No	* 67/1989
VoCal Telecommunications	No Postage Necessary Mailer	Direct PC to PC E-mail system; uses dial-up telephone network. Connects branch offices with E-mail.	320K (hard disk)	$349 (SU), $499 (MU)	IBM PC full range; DOS 2.1 +	Public telephone system	200 + / 1989
WordPerfect Corp.	WordPerfect Office PC 3.0	Companywide E-mail, calendar, scheduling services; calculator, notebook, file manager, etc.; PC/LAN to Mac connection avail.	512K (hard disk)	$495	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	598,000/ 1989
FIELD SALES/REPRESENTATIVES 7							
Access Int'l Inc.	OrderTaker	Remote order entry system from PC or laptop to IBM mid-range host.	1MB (hard disk)	$40,000 (MU)	IBM PC full range; any DOS, UNIX	No	30/1990
Business Software Inc.	SoftSell	Software for field sales reps & purchasing agents; gives salesperson an additional 5 hrs. of selling time per week; import/export feature; generates sales reports for managers; daily records of calling appointments; pop-up screens; auto-dialer. **1, 25, 28**	2MB (hard disk)	$375	Mac full range (including 6 lb. PowerBook); any MOS	No	New
CIDEX Computer Systems Inc.	FAST Field Automation Software Toolkit	Integrated system with word processing, E-mail, report distribution, electronic forms, order entry, databank & communications. Design tools to create custom forms, reports, etc.	512K	$10,000-$150,000 +	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	New
EMIS Software Inc.	EMIS II	Sales & marketing software for account & prospect management; letters, sales reports, envelopes, mail merge; esp. for field sales reps. **1, 5, 12**	512K (hard disk)	$695 +	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	1,500 + / 1987
Gallagher Systems	InTouch†	Links remote InSync users; allows for report & file transfer from remote sites via phone lines; includes E-mail. **6**	640K (hard disk)	$195	IBM PC full range; DOS 3.1 +	No	New

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
JIAN	AgreeMentor†	Business agreements can be edited to suit specific purposes, authorization to represent mfrs' rep; non-disclosure; Lehman Formula; personal guarantee, etc. **10, 33**	512K	$99	IBM PC full range; any DOS; Mac + & up; any MOS	No	700 + / 1988
KV Corp.	SalesComp II†	Automates sales commissions & administration process for companies that have commissioned sales reps. **24, 28, 29**	IMB (hard disk)	$850-$8,500	IBM PC full range; DOS 5.0 +	All DOS 5.0-based networks	New
National Management Systems	Field Sales Workstation†	Customizable system for national account sales organizations, sales productivity; call history reporting; mainframe/mid-range communications	640K (hard disk)	$1,000 +	IBM PC full range; DOS 2.1 +	All DOs-based Net-BIOS compatible	New
National Technology Services	Quotum†	Allows salesperson to download product info. into hand-held PSION computer (part of package), prints out quotes & info. on the spot. **1, 22.**	512K	$349	IBM PC full-range; DOS 3.0 +	All DOS-based Net-BIOS compatible	12 + / 1990
Performance Management Inc.	PDC Generator!†	Program that generates proposals, documents & contacts; contains security control utilities; imports existing files & generates DOS files for import, supports branching logic & conditional phrasing	640K	$129	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	New
Phil Nakata & Assoc.	Intelligent Sales Associates†	Specifically for field sales activities for financial service companies; standard PIM, intelligent support & tracking, sophisticated target marketing, product matching, reconciliation system. mainframe compatibility tied into CASE	640K (hard disk)	$350,000	IBM PC full range; any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible	2/1990
Quantime	Quancept CAP 1	Mall intercept interviewing package; works with Quancept	640K (hard disk)	$250-$850	IBM PC full range; any DOS	Novell	150/1990
Street Map Software	StreetSmart	Designed to help plan route direction; up to 500 destinations can be route-optimized. with/without TIGER maps. **13, 33**	640K-2MB (hard disk)	$995	IBM PC 386 & up; DOS 2.0 +	Novell	150 + / 1987
Xcelsoft Inc.	REP$	Sales analysis & tracking system for manufacturers' sales reps; sales analysis, forecasting, direct mail, lead tracking. **5, 12, 24, 27**	640K (hard disk)	$997.50 (SU), $1,995 (MU)	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	400/1984
FLEET CAR MANAGEMENT 8							
Contact Plus Corp.	Vehicle Management System Plus (VMSYS PLUS)	Keeps track of small fleet of vehicles. Preventative maintenance, repair history, miles traveled, etc.	300K (hard disk)	$495 +	IBM PC full range; DOS 3.1 +	No	200 + / 1989
Fleet Technologies Inc.	Integrated Fleet Administration System based on Paradox 3.0†	Tracks information on fleets/employees including mileage, accidents, reordering cycle; planned maintenance system	640K	$2,995 (SU), $2,995 + (MU)	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	60 + / 1989
Nurman R. Sutherland & Assoc. Inc.	Execulog†	Fleet management software, monitors/analyzes vehicle & driver efficiency.	350K (hard disk)	$2,000	IBM PC full range; DOS 2.5 +	No	New
Streetwise Computing	Streetwise Equipment Manager†	Fleet management system handles equipment inventory, maintenance, part orders, supplies, reports overheads & depreciation. **22**	640K (hard disk)	$2,000 (SU); $3,000-$4,000 (MU)	IBM PC full range; DOS 2.1 +	Novell, 3Com	325/1990
GRAPHICS 9							
Adobe Systems	Adobe Illustrator 3.0	Draw from scratch or use basic shapes, scale objects & patterns, blend colors, various typefaces; automatic scaling, text-handling capabilities & automatic graphing	2MB	$595	Mac full range; MOS 4.2 +	AppleShare	500,000 +/ 1988
Applied Business Technology Corp.	Project Graphics 3.1	Graphic tool used with the Project Workbench System.	512K (hard disk)	$550	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	New
Banner Blue	Org Plus Advanced 6.0	Automatically draws organization charts, positioning text & spaces, calculates budgets, salaries, generates reports & charts. **3**	512K (hard disk)	$99.99-$487.99	IBM PC full range; DOS 3.0 + ; Mac full range; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	10,000 + / 1984
Banner Blue	Org Plus Advanced 6.0 for Windows	Same program as Org Plus Advanced 6.0 but runs under Windows 3.0	1MB (hard disk)	$199.99 (SU), $499.99 (MU)	IBM PC AT & up; DOS 3.1 +	All DOS-based Net-BIOS compatible	New
BLOC Publishing Corp.	3-D Charts To Go!†	Program that creates 3-D charts, pie, bar, line, or area in 3 different views (perspective, oblique, isometric); runs under Windows 3.0. **3, 30**	640K (hard disk)	$99.95	IBM PC-AT & up; DOS 3.1 +	No	New
Broderbund Software	TypeStyler	Text manipulation program for logos, headlines, display text; 35 predesigned shapes	2MB	$219.95	Mac + & up; MOS 6.0.5 +	No	50,000/ 1990
Computer Assoc. Int'l Inc.	CA Cricket Draw	Object- & bazier-oriented drawing program; produces high-resolution text effects; fonts/sizes/styles within style text block; sample file.	2.4MB (hard disk)	$199	Mac + & up; any MOS	No	5,000 + / 1986
Corel Systems Corp.	CorelDRAW 2.0	Graphics software package with type control & drawing, over 150 fonts, 4,000 clip art images & symbols; import/export capabilities; runs under Windows 3.0.	2MB	$695	IBM PC 386 & up; DOS 3.1 + , OS/2, UNIX	No	200,000 +/ 1989
Informix Software Inc.	SmartWareII†	Includes modules for database, spreadsheet, business graphics, word processing. **36**	512K	$895	IBM PC full range; any DOS, UNIX	All DOS-based Net-BIOS compatible	150,000/ 1984
Islandview Assoc. Inc.-MGI	Page Par	Full-page designs for major word processors with graphics capabilities. **4**	128K	$99 +	IBM PC full range: DOS 2.0 + ; Mac full range; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	5,000 + / 1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Islandview Assoc. Inc.-MGI	PicturePak (6 editions)	Electronic clip-art program: Executive & Management, Finance & Administration, Sales & Marketing, Federal Government, State & Local Government, U.S. Maps & Landmarks; thematic words, images, logos, seals, symbols, borders, backgrounds, 3 clips	128K	$99 +	IBM PC full range, DOS 2.0 + ; Mac SE & up, any MOS	Depends on software	50,000 + / 1989
Lotus Development Corp.	Freelance Graphics†	Presentation graphics program; creates professional presenations for novice & advanced presenters. **36**	640K-4MB (hard disk)	$400-$495 (SU), $395-$695 (MU)	IBM PC full range, DOS 3.0 + , OS/2	All DOS-based Net-BIOS compatible	350,000/ 1986
Lotus Development Corp.	Freelance Graphics for Windows†	Same as the Freelance Graphics program but runs under Windows 3.0. **36**	2MB (hard disk)	$495	IBM PC-AT & up, EGA/VGA card, DOS 3.1 +	All DOS-based Net-BIOS compatible	New
MicroMaps Software Inc.	MapArt†	Comprehensive collection of PICT or EPS format clip-art maps: world, U.S. states; can customize, colorize, or modify maps by adding fill patterns, graphic objects, text, numbers, etc.	1MB	$179	IBM PC full range, DOS 3.0 + ; Mac full range; any MOS	No	1,000 + / 1990
MicroMaps Software Inc.	MapPak†	Clip-art package: U.S. by county, global perspective & world regions	2-4MB	$49	IBM PC full range, DOS 3.0 + ; Mac full range; any MOS	No	New
New England Software	Graph-in-the-Box 2†	Displays & prints 11 different types of full-featured business graphs. **3**	128K	$139.95 (SU), $595 (MU)	IBM PC full range, any DOS	All DOS-based Net-BIOS compatible	300,000 + / 1986
Silicon Beach Software	SuperPaint 3.0†	Painting & drawing capabilities in graphics environment; bit-mapped images & draw objects. **30**	2MB (hard disk)	$199	Mac SE & up, MOS 6.0.4 +	All Mac compatible	New
Software Complement	Logos On-Line†	Custom-service for company logos, signatures; high-quality formats; can be imported to desktop publishing program; formatted in various rector & raster images for DOS & Windows & as fonts for Mac & UNIX systems. **4**	512K	$150 +	IBM PC full range, any DOS; Mac full range; any MOS	No	150 + / 1987
Spinnaker Software Corp.	PFS: First Graphics	Creates text & data charts, pie/column combinations, trend lines, high-&-low close charts, etc.; Lotus 1-2-3/ASCII importing function. **30**	512K	$149	IBM PC full range, DOS 2.1 +	No	100,000 + / 1988
Spring Systems Inc.	MktSim Marketing Simulation 2.4†	Collects data on competitors, plays "what if" with marketing mix variables for planning/forecasting; hypertext on-line documentation; 3-D graphic capabilities; ASCII & high-resolution graphics. **16**	300K	$250	IBM PC full range, DOS 2.1 +	All DOS-based Net-BIOS compatible	500 + / 1989
SYSTAT Inc.	FASTAT	Intermediate package with scatterproof brushing tools & 3-D full-color graphics for presentations & reports	3MB (hard disk)	$195	Mac + & up; any MOS	No	1,000 + / 1988
Tronsoft Inc.	The Business Image†	Extensive library of copyrighted trademarks, logos & images; can add user's own logos to the database. **2**	512K	$295	Mac full range, MOS 6.0 +	No	1,000 + / 1989
Visual Business Systems	BeaconDraw	Creates charts, graphs & images; merges existing files & then exports to slide makers, etc.; creates overhead graphics as well as printed media; scanning capabilities. **30**	640K (hard disk)	$9,500	IBM 386 + ; DOS 3.1 +	No	500 + / 1986
Visual Business Systems	Visual Business GraphMaster	Chart/graph creation package for business & presentation graphs/charts. **30**	1MB (hard disk)	$295	Mac SE & up, MOS 4.0 +	No	5,000 + / 1990
Zenographics	Pixie 2.3	Window-space charting & drawing package; library of symbols; import/export capabilities; runs under Windows 3.0. **30**	640K (hard disk)	$295	IBM PC-AT & up, DOS 3.1 +	All DOS-based Net-BIOS compatible	40,000 + / 1987
ZSoft	PC Paintbrush IV	Graphics package with paint tools such as custom brushes, adjustable airbrushes & geometric shapes; changes images by cutting, flipping, rotating, etc.	640K (hard drive)	$99.95	IBM PC-AT & up, DOS 3.0 +	No	1 million + / 1989
ZSoft	PC Paintbrush IV Plus	Graphics package: scan, create, edit, enhance images; 256 color/gray scale images; scanner control, large-scale image support & gray scale retouching features	640K (hard disk)	$199	IBM PC-AT & up, DOS 3.1 +	No	1 million + / 1987
ZSoft	Publisher's Paintbrush	Creates visual effects for brochures, newsletters, multimedia presentations; integrates paint tools, scanner control & image processing; runs under Windows 3.0. **30**	640K (hard disk)	$495	IBM PC-AT & up, DOS 3.1 +	No	New
HIRING & TRAINING 10							
Addison-Wesley Publishing Co.	Marketing Tool Kit	Teaches marketing principles to trainees or students	128K	$25.75	IBM PC full range, DOS 2.0 +	No	4,000 + / 1985
Bureau of Business Practice	Don Scott's Professional Selling	Combines interactive advantages of personal computer with Don Scott's training skills; helps train new salespeople as well as retrain existing sales force. **25, 28, 29**	512K (hard disk)	$29.95	IBM PC full range, color monitor, DOS 2.0 +	No	500 + / 1986
Caddylak Systems Inc.	Create Your Employee Handbook	Produces company information handbook. For new employees, retraining, or press releases	192K	$49.95	IBM PC full range; DOS 2.0 + ; Mac full range; any MOS	No	3,000/ 1988
CompuDoc Inc.	Computer-based Tutorial†	Interactive tutorials include graphics & movement, offer quiz functions & print & track results. Student initiates movement & review	512K	$10,000 to $50,000	IBM PC full range; DOS 3.0 + ; Mac full range; MOS 6.0.2 +	No	125 + / 1989
Custom Databanks Inc.	Executive Search System	Merges names & addresses of 2,000 search firms with letters; database classified by industry, location, job category, salaries, updated 6 times/yr.	384K	$75 +	IBM PC full range; DOS 2.0 +	No	4,000 + / 1987
Green Light Software	CADENCE	Manual & disk for model professional office policy & procedures. **20**	1MB	$49.50	Mac + & up; any MOS	All Mac compatible	100 + / 1988
The InMar Group	TrainingMate†	Interactive training on a disk or system; creates customized training program for company.	†	$15,000-$100,000	IBM PC full range; any DOS; Mac full range; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	150/1986

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Interpretive Software Inc.	PharmaSim	Puts user in role of brand manager for pharmaceutical company, responsible for all marketing decisions; marketing training tool.	640K	$69.95	IBM PC full range; DOS 2.11 +	No	800/1990
JIAN	Employee Handbook Builder†	Develop/organize working manual with 50 personnel policies & benefits prewritten in standard format. **36**	512K (hard disk)	$129	IBM PC full range, word processor; any DOS; Mac + & up; any MOS	No	12,000 + / 1988
Leadership Development Inc.	The Competency Builder†	Teaches sales force about product; improves skills & knowledge of product, support training tool.	256K	$3,000 +	IBM PC full range; DOS 2.0 + ; Mac 312 & up; any MOS	No	6,000 + / 1987
Leadership Development Inc.	Motivation Advisor†	Provides reports on motivation of employees; shows within which environment employee works best.	256K	$195	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	New
Leadership Development Inc.	Negotiation Advisor†	Provides strategy report on how to deal best with anyone you may be negotiating with.	256K	$195	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	New
Leadership Development Inc.	Sales Advisor†	Teaches how to chart the course of a sale, maintain control, handle objections, trigger a prospect's buying impulse, size people up.	256K	$195	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	1,500/ 1988
Lincoln Systems Corp.	ISP: Interactive Statistical Program	Teaches statistical marketing research; includes high resolution graphics; can be used for statistical analysis purposes. **31**	384K	$40-$150	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1985
Management Software Inc.	PC Briefcase Instructional Seminars	Interactive program teaches & reviews selling skills, account management. —	256K (hard disk)	$95	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500 + / 1989
MarketWorks Inc.	The Marketing Mentor	Teaches marketing planning.	640K	$49	IBM PC full range, DOS 2.0 +	No	2,000 + / 1987
Neuralytic Systems	Dr. Shrink	Assessses clients' personality; analyzes the public vs. private self (including secrets/sexual fantasies); recommends how to communicate with/persuade person.	164K	$49.95	IBM PC full range, DOS 2.0 +	No	40,000 + / 1987
Neuralytic Systems	Quality Personnel Screen	Employment screening: 105-question test (via computer or paper/pencil) measures honesty, substance abuse, agreeableness, extroversion, etc.	256K	$498.95	IBM PC full range, DOS 2.0 +	No	10,000 + / 1989
Personal Awareness Systems Inc.	Gameplanning†	Based on input from 6 people; computer is able to produce analysis of social style; helps define a means of effectively approaching a client or prospect. **20**	512K	$400-$700	IBM PC full range; any DOS	No	20,000 + / 1980
Profiles Int'l	The Profile†	Gives managers personality assessment & description of employees/salespeople.	640K	$65 or less	IBM PC full range; DOS 2.1 +	No	6,000 + / 1986
The Scientific Press	ENTERPRISE: Integrated Management Exercise	Integrated marketing/management simulation teaches marketing concepts.	256K (hard disk)	$27.50	IBM PC full range; DOS 2.0 +	No	350/1989
The Scientific Press	Marketing Analysis & Decision Making	Text & cases with Lotus 1-2-3-based self-study for new product development, test marketing, product modifications, marketing mix management.	256K (needs Lotus)	$47.50	IBM PC full range; DOS 2.1 +	No	500 + / 1987
The Scientific Press	Marketing Management Analytic Exercises with Lotus	Lotus 1-2-3-based exercises teaching marketing concepts in a variety of situations.	256K (needs Lotus)	$32.50	IBM PC full range; DOS 2.1 +	No	500 + / 1988
The Scientific Press	Marstrat 2	Marketing strategy simulation for training strategy & techniques; for group participation.	256K (hard disk)	$37.50	IBM PC full range; DOS 2.1 +	No	1,000 + / 1977
Silton-Bookman Systems	REGISTRAR	Manages all day-to-day administrative details of registering, planning & scheduling training activities.	384K (hard disk)	$1,795 (SU); $5,595 (MU)	IBM PC full range; DOS 3.1 +	No	3,000/ 1984
SKOPOS Corp.	SKOPOS Applicant Manager†	Applicant & requisition management system; stores, retrieves, matches applicants to specific staffing specifications & produces management & regulatory reports.	2MB (hard disk)	$1,500 (SU); + 50% (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1989
SKOPOS Corp.	SKOPOS Job Analyzer†	Analyzes individual job activities, responsibilities & requirements.	2MB (hard disk)	$5,000 (SU); + 50% (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1988
SKOPOS Corp.	SKOPOS Job Evaluator†	Ranks the relative worth of a specific position vis-a-vis others & conducts internal & market reference analyses.	2MB (hard disk)	$7,500 (SU); + 50% (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1988
SKOPOS Corp.	SKOPOS Personnel Data Manager†	Personnel information system for small & medium-sized companies; collects, sorts, analyzes employee information.	2MB (hard disk)	$5,000 (SU); + 50% (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1988
Strat X* Int'l	MARKOPS	User is "in charge" of a simulated marketing department, must devise strategies & allocate limited marketing resources.	256K	$245 +	IBM PC full range; DOS 2.0 +	No	3,000 + / 1988
Strat X* Int'l	MARKSTRAT	Users work in teams creating a competitive marketing environment; comprehensive approach to segmentation, positioning, market share, etc.	256K	$325	IBM PC full range; DOS 2.0 +	No	1,000 + / 1987
Strategic Management Group Inc.	Business Learning System	Training for marketing, operations, strategic planning, finance.	256K	$475	IBM PC full range; DOS 2.0 +	No	3,500 + / 1984
Strategic Management Group Inc.	Business Simulator	Simulates strategy situations in 5 different industries.	256K-512K (2 disk drives)	$69.95-$299.95	IBM PC full range; DOS 2.0 + ; Mac full range; any MOS	No	1,500 + / 1986

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Strategic Management Group Inc.	Business Week's Business Advantage†	Learning tool simulation of running all aspects of a large corporation	384K	$69.95	IBM PC full range; DOS 2.0 + ; Mac full range; any MOS	No	25,000 + / 1986
Strategic Management Group Inc.	Export To Win!	Simulated export department to gain better understanding of the international marketplace	640K	$149.95	IBM PC full range; DOS 2.0 +	No	2,500/ 1990
Strategic Management Group Inc.	Financial Learning System	Business simulation of competitive industry with underlying financial concepts	256K (hard disk)	$299.95	IBM PC full range; DOS 2.0 + ; Mac full range, any MOS	No	2,500/ 1990
Thoughtware Inc.	Sell!Sell!Sell! Training	Sales training program focuses on selling a generic product, highlights strengths & weaknesses & gives suggestions; assesses sales skills	128K	$299	IBM PC full range + color monitor; DOS 2.0 +	No	5,000 + / 1985
Winsight Inc.	Succeeding in Your New Job	Aimed at new hires, explains what success in the new job means	256K	$249 (SU); MU discounted	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
INQUIRY/ORDER 11							
Applied Software Technology	Versa Form XL	Programmable relational database, order entry, tracking, contact lists, accounting	512K	$245 (SU), $495 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	50,000 + / 1981
CR Complete Business Systems Inc.	TELEMATE	Front-end order quotation system with real-time order/inventory system; compatible with TELEMAGIC **12**	512K (hard disk)	$295 (SU), $695 (MU)	IBM PC full range; DOS 3.0 + , Mac full range; MOS 6.0 + ; XENIX	All DOS-based NetBIOS compatible, XENIX	2,000/ 1988
Hill Street Publishing	LeadChaser	Comprehensive package tracks sales leads, generates labels	512K	$49.95	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible, UNIX	6/1987
Int'l Software Technology Inc.	MOMe	Handles mail order, inventory control, order processing, list management, reporting, fulfillment	384K (hard disk)	$1,995-$2,995	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	500 + / 1984
Sysmark Information Systems Inc.	The Professional Distributor†	Esp. wholesale/retail distributors, handles order entry/inventory, accounts receivable/payable, purchasing, general ledger (up to 2,000 users). Developed using 4GL application development system, utilizes PICK & RDBMS. Price includes 4GL & source code to the application	640K (hard disk)	$1,995-$7,995 +	IBM PC-AT & up; UNIX, PICK	No	200 + / 1981
TARP Information Systems	CRIS: Customer Response Information System	Monitors inbound telephone calls & letters; report/check writing, assigns by territory & locates by zip code	640K (hard disk)	$15,000 +	IBM PC full range; any DOS, UNIX, AS400, OS/2	All DOS-based NetBIOS compatible	200 + / 1984
Westchester Distribution Systems	WDS Loadcalc†	Program that totals up items, units & 4 other measures as sales rep keys in order; splits large orders into smaller ones	100K	$99 (SU), $990 (MU)	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	New
XYZT Computer Dimensions Inc.	Order Configurator†	Helps salesperson configure complicated orders	512K (hard disk)	$695	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	400/1990
LEAD TRACKING 12							
Action Plus Software	Action Plus-The Personal Contact Information Manager	Personal information management system; keeps track of people, relationships, companies, events, schedules, sales information. E-mail; report generator; mailing functions **20**	512K (hard disk)	$495 (SU), $1,495 (MU)	IBM PC full range, DOS 3.3 +	All DOS-based NetBIOS compatible	2,000 + / 1985
Bits & Bytes Inc.	Lead Tracker†	Database system with customized reports; lead tracking system; import/export functions **28, 33**	640K	$199 (SU), $1,500 (MU)	IBM PC full range, any DOS	All DOS-based NetBIOS compatible	2,000 + / 1988
Bricker-Evans	Tangibility	Lead planning package; projects lead requirements for promotional plans	640K	$150	IBM PC full range; any DOS	No	15/1990
CATT Systems	LeadTrack†	Lead & manager tracking system for present & past accounts, reports, follow-ups, activities, expenses, direct mail **5, 20**	512K (hard disk)	$495	IBM PC full range; any DOS 3.0	No	200/1984
Champaigne PC Dossiers	PC Dossiers†	Tracks, sorts & profiles clients; mass mailings; follow-up calls **1, 5**	128K	$245	IBM PC full range; any DOS, UNIX	No	3,000 + / 1985
Computer Innovations	S-DOT†	Modular package: sales tracking, lead control profiles, forecasting, marketing research & analysis **16, 27**	256K	$3,900 +	IBM PC full range; any DOS, UNIX	Novell	45/1985
Computer Masters	Client Master†	Database marketing tool, mini-word processor, auto-dialer, client tracking	256K	$199 (SU), $399 (MU)	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	50,000 + / 1986
Contact Plus Corp.	Contact Plus Professional†	Keeps track of sales leads, unlimited number of contacts/phone calls/letters/meetings/notes; reports, mailing labels, mail merge **1, 5, 25, 32**	360K (hard disk)	$250 (SU), $895 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	2,000/ 1990
Datamatics Management Services Inc.	Professional Marketing System†	Sixty different functions for market response tracking, lead tracking, customer service analysis. Twenty-four modules with which to build a system **1, 28, 33**	640K	$1,4995 (SU); $2,995 (MU)	IBM PC full range; DOS 3.1 +	Novell, PT, ARC, Ethernet	30/1984
Diamante Software	Control II	Invoice/order & lead-tracking system; multiple contacts per company, memo-file, automatic literature, fulfillment feature, serial number tracking, password access **11, 28**	2MB (hard disk)	$1,195 +	Mac SE & up; MOS 6.0.5 +	AppleTalk	112 + / 1990
Dynacomp Inc.	Client Sales Master	Tracks current & prospective clients; mailing labels by zip code or alpha; report writing	128K	$59.95	IBM PC full range, DOS 2.0 +	No	3,500 + / 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Dynacomp Inc.	Customer Profile†	Tracks current & prospective customers & assigned sales reps to territories. **33**	128K	$59.95	IBM PC full range; DOS 2.0 +	No	5,000 + / 1986
1st Desk Systems Inc.	1st TEAM†	Lead tracking, follow-up, order entry, mailing labels & lists for sales teams.	1MB (hard disk)	$295	Mac + & up; any MOS	All Mac compatible	30,000 + / 1985
Goldata Computer Services	Sales Prospect Tracking System	Lead tracking & telemarketing with mail merge, letter, label, back-end reporting capabilities. **32**	192K	$124.95 (SU); $495 (MU)	IBM PC full range; DOS 2.0 +	Novell	500 + / 1985
High Caliber Systems	peopleBASE 3.2†	Sales management system analyzes by lead source, salesperson; phone/mail follow-up of customers & prospects; personal management system. **20, 28**	640K (hard disk)	$199 (SU); $695 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	6,000/ 1986
HMS Computer Co.	Prospect Tracking System†	Track prospects through buying cycle, generates mailings & demographic reports. **5**	640K (hard disk)	$295 (IBM); $395 (Mac)	IBM PC full range; any DOS; Mac full range; MOS 3.2 +	All DOS-based Net-BIOS compatible; AppleShare, AppleTalk	900 + / 1987
Inquiry Intelligence Systems	IQ System†	Inquiry management handling system; lead tracking by source/territory/product interest; built-in text editors.	640K (hard disk)	$1,295 (SU); $1,795 (MU)	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	160 + / 1984
JKL Marketing	Sales/Marketing Solution System†	Integrated sales/marketing databases; prospect management, telemarketing, sales call reporting, product registration, market research. **5**	512K (hard disk)	$895 +	IBM PC full range; DOS 2.0 +	XENIX, Novell, LANtastic, 3Com	500 + / 1984
LEADtrack Services	LEADtrack†	Sales, marketing, lead tracking, inquiry fulfillment package for all industries & levels of salesperson. **5**	640K (hard disk)	$1,875	IBM PC full range; DOS 3.1 +	Novell	300/1984
LSW Inc.	CATS-Computer Assisted Tracking System†	Tracks customer service inquiries & sales. **11, 28**	8MB (hard disk)	$2,500 (SU), $12,500 + (MU)	IBM PC 386 & up; DOS 3.3 + , UNIX	All DOS-based Net-BIOS compatible	250/1983
M&T Publishing Co.	Time & Task Management	Tracks clients, follow-up/pending dates, organizes time, hrs., activities, budgets.	256K	$49.95	IBM PC full range; DOS 2.0 +	No	2,000/ 1986
Mr. Software Inc.	LMS†	Lead-tracking program; contact management, report generator, mail merge, telemarketing, order processing, letter writing. **1, 32**	640K (hard disk)	$198 (SU), $495 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	200 + / 1989
On Target	DOMINO	Contact & lead tracking program esp. for business-to-business; inbound/outbound calling; links advertising source with actual contact. **1, 2**	2.5MB (hard disk)	$3,780 +	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	100 + / 1989
Paul Guggenheim & Assoc. Inc.	S.M.A.R.T.S. (Sales Management & Record Tracking System)†	Modular-based lead tracking system; mass-mailing, automatic event generation, sales analysis. **24**	640K (hard disk)	$995-$1,295 (SU), $3,000-$30,00 (MU)	IBM PC-At & up; DOS 3.0 + ,OS/2, UNIX	All DOS-based Net-BIOS compatible, UNIX	45 + / 1986
Planning Works Inc.	Sales Manager System†	Forms for lead tracking, record-keeping, reports, market analysis; created by sales managers. **15, 28**	512K (hard disk)	$395 +	IBM PC full range; DOS 2.0 +	No	200 + / 1984
Prism Systems Inc.	LEADMARK†	Customized lead tracking per unique requirements, products, competitors; auto ranking & assignment capabilities. **5**	512K (hard disk)	$795 (SU), $2,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	100/1988
RPI Inc.	LeadTrak†	Lead tracking & sales management software; contact histories, reports, mailing labels, etc.	640K (hard disk)	$499	IBM PC-AT & up; DOS 3.0 +	No	New
RRJ Assoc.	TracMaster†	Customizable, full-function client tracking system; quick-letter; multiple subsystems for orders/quotes, mailing labels/to-do lists/calendar.	512K (hard disk)	$295	IBM PC-AT & up; DOS 3.0 +	All DOS-based Net-BIOS compatible	New
RRJ Assoc.	TracMaster Professional†	Same as TracMaster program but allows user multiple applications.	512K (hard disk)	$495	IBM PC-AT & up; DOS 3.0 +	All DOS-based Net-BIOS compatible	New
Sales Implementation Systems	FOR$ALES†	Event-processing software; requires a flowcharted sales plan; lets management know that salespeople are staying on track. **28**	640K (hard disk)	$950	IBM PC full range; DOS 3.0 +	No	150/1990
Software Complement	CLIENT/Mac 2.105†	Contact management software; improves interpersonal relationships with clients; tickler notes, mail-merge functions, client filtering, time tracking. **1, 11**	1MB (hard disk)	$595 (SU); $995 + (MU)	Mac full range, any MOS	AppleTalk	150 + / 1987
Softworks Inc.	MARKIS	Lead qualification, tracking, prompting system, searches, word-processing interface. Provides management reports & produces mailing labels. **1**	192K (hard disk)	$395 (SU); $1,500 (MU)	IBM PC full range, DOS 2.1 +	All DOS-based Net-BIOS compatible	1,000 + / 1985
Stanford Business Systems Inc.	SalesPower†	For salespeople/managers: lead tracking, sales productivity/analysis. Tracks sales quotas, graphs performance of sales staff. **28**	2MB (hard disk)	$395-495 (SU), $795-$895 (MU)	Mac SE & up; any MOS	All Mac compatible	300 + / 1988
Target Microsystems Inc.	BULLSEYE†	Inquiry processing, follow-up assignments, measures payback on ads, tracks salesperson's follow-up effectiveness. **25, 28**	640K (hard disk)	$1,195 (SU), $1,995 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	70/1988
Unitrac Software Co.	UNITRAC for SQL Windows†	Fully integrated prospect and lead-tracking program, account management, mass-mailing and telemarketing modules. **1, 32**	2MB (hard disk)	$995 per user	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	250 + / 1983
Wedge Marketing Communications	Contact Tracker†	Customer & prospect tracker; auto-dialer, mail-merge, notes/reports/letters; organizes/categorizes appointments. **1**	640K (hard disk)	$50	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	4,000 + / 1987

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
MAPPING-GEOGRAPHIC 13							
Caliper Corp.	GisPlus†	Geographic information system, market research & analysis tools. U.S. state, county & zip code boundaries included. **15, 16**	640K (hard disk)	$2,995	IBM PC full range; DOS 3.3 +	No	250 + / 1989
Caliper Corp.	TransCAD†	GIS for transportation operation & logistics. **16**	640K (hard disk)	$2,995-$9,995	IDM PC-AT & up, any DOS	No	250 + / 1988
Chadwyck-Healey Inc.	MUNDOCART/CD	Produces high-quality maps of any part of the world, imports cartographic data, regional subsets of Central America.	640K (hard disk)	$2,750-$14,800	IBM PC full range; DOS 3.2 +	No	57/1989
DOM Microsystems [Canada] Ltd.	GeoDOM†	Demographic analysis/geographic information system for marketing research; uses all Canadian Census information available. **16**	640K (hard disk)	$995	IBM PC full range; DOS 3.3 +	No	100 + / 1988
EARTH/Info Sciences Inc.-EIS	EARTH/Info†	Geographic information system that takes generic data such as consumer demand & census data information or custom data & incorporates it into a target marketing program; statistical capabilities. **14, 31**	640K (hard disk)	$5,000	IBM PC-AT & up; DOS 3.0 +	All DOS-based Net BIOS compatible	New
ESRI	PC ARC/INFO†	Geographic information system; input analysis, management & display of geographic & related tabular data; modular system.	640K (hard disk)	$1,495 +	IBM PC-AT & up; DOS 3.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1987
Geographic Data Technology	MatchMaker 2000†	Address-to-coordinate matching system gives geographic location (longitude & latitude) for analysis & territory assignment; matches longitude/latitude coordinates to client addresses & census, track & block groups.	640K (hard disk)	$2,000-$20,000	IBM PC full range; DOS 3.1 +	No	30 + / 1986
GeoQuery Corp.	GeoQuery 2.0	Automatically creates maps for presentation/analysis of zip code-based data; used for territory/site planning, direct mail, account management, sales analysis, zip code tracking, presentations. **12, 33, 37**	1MB (hard disk)	$395	Mac + & up; MOS 4.0 +	All Mac compatible	6,000 + / 1988
Geosoft Corp.	Map Builder	Displays demographic information; maps customer locations, sales territories & thematic maps. **14**	512K	$250-$400	IBM PC full range; DOS 2.1 +	No	100 + / 1983
GEOVISION INC.	Census Windows: TIGERTOOLS	Uses U.S. Census Bureau TIGER (Topologically Integrated Geographic Encoding & Referencing) files to process, classify, catalog data; runs under Windows 3.0.	1MB (hard disk)	$495 to $1,495	IBM PC-AT & up; DOS 3.1 + , OS/2	All DOS-based Net-BIOS compatible	50 + / 1989
GEOVISION INC.	GEOSystem: Windows on the World & GEODisk U.S. Atlas†	User can customize to own geographic & desktop map systems; can display & manipulate large quantities of vector geographic data; runs under Windows 3.0	640K (CD-ROM)	$595	IBM PC-AT & up; DOS 3.1 + , OS/2	All DOS-based Net-BIOS compatible	1,200 + / 1987
GIS Southwest	PC ARC/INFO Custom Applications†	Geographic information system; analyzes sales territories, market share, profitability & fleet management. **8**	4MB (hard disk)	$10,000 +	IBM PC full range; DOS 3.3 +	No	10 + / 1989
Hawthorne Software Co.	PINMAP 2.0	Pushpin-style maps for plotting data by county or zip code. Assigns colors to data values. Identification of clusters & bands of data.	640K (hard disk)	$750	IBM PC-AT & up; DOS 3.2 +	No	New
Klynas Engineering	Streets on a Disk	Displays computerized road maps of entire U.S.; mailing lists; calculates travel maps & more.	512K (hard disk)	$225 +	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1986
MapInfo Inc.	MapInfo	Mapping system that analyzes & displays maps & geographic data, performs database searches, address matches; shades & colors boundaries, other add-ons available, down to street level detail; build & balance sales territories to track leads & marketing efforts & results.	640K (hard disk)	$995	IBM PC full range; DOS 3.0 + ; Mac full range; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	15,000 + / 1986
MapInfo Inc.	MapInfo for Windows	Same as the MapInfo program but runs under Windows 3.0	640K (hard disk)	$995	IBM PC-AT & up; DOS 3.1 +	All DOS-based Net-BIOS compatible	New
Newton Technology Inc.	GEOvista	Geographic presentation system; displays data presentation quality maps; info. can be imported from spreadsheets/databases. **4, 25, 30, 33**	1MB	$249	Mac + & up, any MOS	AppleTalk	New
PC Globe Inc.	Descartes	Geo-demographic analysis program; marketing analysis, sales territory delineation, site positioning functions. Comes with state & county boundaries, zip code locations, etc. **15, 16, 33**	2MB (hard disk)	$995	Mac SE & up, MOS 6.0.2 +	No	300/1989
Resource Management Simulations	EarthBASE 1.31	Mapping application software; provides database functions, visualization of record locations, graphics file export & data analysis functions.	256K (hard disk)	$199-$239	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	New
Sammamish Data Systems	GeoSight 4.0†	Geographic information system for marketing research using all census & postal information available. **16**	640K (hard disk)	$1,850	IBM PC full range; DOS 3.2 +	All DOS-based Net-BIOS compatible	180/1985
Software Publishers	Harvard GeoGraphics	Presentation mapping product; allows user to create data-driven maps based upon countries, states, counties & aggregate 3-digit zip codes. **9, 37**	640K (hard disk)	$395	IBM PC full range; any DOS	No	New
Strategic Mapping Inc.	ATLAS*DRAW	Creates & edits maps showing counties, territories, planning districts, etc., used with ALTLAS*GRAPHICS.	640K	$750	IBM PC full range; any DOS	Novell	2,000 + / 1988
Strategic Mapping Inc.	ATLAS*GIS 1.1	GIS: 250 layers, manages data files, matches addresses, import/export. Lotus 1-2-3-style windows.	640K	$2,495	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	2,500/ 1990
Strategic Mapping Inc.	ATLAS*MapMaker 4.5	Produces publication-quality maps; includes maps for every country in the world & a database with many U.S. Census reports/stats.	512K	$495	Mac full range; any MOS	AppleTalk	10,000/ 1986
Strategic Mapping Inc.	ATLAS*MapMaker 4.5 for Windows	Same product as ATLAS*MapMaker 4.5 but runs under Windows 3.0.	640K (hard disk)	$745	IBM PC-AT & up; DOS 3.1 +	All DOS-based Net-BIOS compatible	New

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Strategic Mapping Inc.	Atlas*Pro for DOS/Macintosh	Desktop mapping system; combines presentation graphics & database analysis; display/analyze information based on actual locations.	640K (IBM); 512K (Mac)	$649 (IBM), $745 (Mac)	IBM PC full range; any DOS; Mac + & up; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	New
Terralogics Inc.	TerraView	Program toolkit that develops mapping applications; library of functions; enables programs to focus on applications; rapid retrieval from CD-ROM & magnetic disk.	512K (hard disk)	$3,495 (SU), MU discounts	IBM PC full range, EGA/VGA color monitor; DOS 3.2 + ; Color Mac; MOS 6.03 + , UNIX	All DOS-based Net-BIOS compatible; all Mac compatible; UNIX	1,000 + / 1989
TTG Inc.	STARmanager	Mapping program for small companies (100 territories or less); automatic balancing between geographic data & spreadsheet; runs under Windows 3.0. **33**	1MB (hard disk)	$595	IBM PC-AT & up; DOS 3.1 +	No	150/1990
TTG Inc.	STARmanager Advanced Edition	All STARmanager functions but for larger companies. **33**	640K (hard disk)	$1,995	IBM PC-AT & up; DOS 3.1 +	No	150/1990
TYDAC Technologies	SPANS†	Modular-based geographic information system; provides data integration, analysis & modeling capabilities; integrates geograhically referenced data from all common sources.	3MB (hard disk)	$17,500 +	IBM PC-AT & up; DOS 3.3 + , OS/2	All DOS-based Net-BIOS compatible	1,600 + / 1980
Urban Decision Systems Inc.	Scan/US	Desktop mapping, decision support & GIS system enables users to visualize, integrate, manipulate & analyze demographic info; runs under Windows 3.0. **9, 14, 15, 33**	2MB (CD-ROM)	$595-$12,000 +	IBM PC-AT & up, math co-processor; DOS 3.3 +	No	50 + / 1990
ZS Assoc.	MAPS IV†	Customized software for sales territory alignment; integrates company data with U.S. geography.	640K	$35,000 +	IBM PC full range, any DOS	All DOS-based Net-BIOS compatible	90/1985
MAPPING-PERCEPTUAL 14							
Bretton-Clark	MCA +	Produces perceptual maps for all types of research data; high-resolution print drives for most printer plotters.	512K	$450	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	New
Equifax National Decision Systems	PCMap	Thematic mapping program; plots locations, targets customers, cross-references. **9, 13, 15, 18, 26**	640K	$495	IBM PC full range; DOS 4.0 +	No	623/1986
John Deighton	Correspondence Analysis†	Mapping of cross-tabulation tables; can create product positioning maps. **22**	256K	$150	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	1,000 + / 1985
Market ACTION Research Software Inc.	MapWise 2.03	Executive version of correspondence analysis; tracks brand images, competitive positioning, market segmentation analysis; presentation graphics of results.	256K (color plotter)	$9.95-$495	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	3,000 + / 1988
National Planning Data Corp.	MapAnalyst†	Analytical tool for analyzing & presenting demographic data, U.S.G.S. roads & highways.	1MB (hard disk)	$495	IBM PC full range, math co-processor; DOS 3.1 +	Novell	650 + / 1983
Sawtooth Software	APM System for Adaptive Perceptual Mapping	Perceptual mapping for a variety of marketing research functions, product development, simulation, etc.	256K (hard disk)	$1,500-$3,000	IBM PC full range; DOS 2.0 +	No	500 + / 1987
MARKET ANALYSIS 15							
ATG Inc.	ATG Census Data Extract	Program that allows for selective extraction of 1990 Census data from Census Bureau tapes & CD-ROM.	640K (CD-ROM)	$995 (SU); $1,495 (MU)	IBM PC-AT & up; any DOS	All DOS-based Net-BIOS compatible	New
ATG Inc.	ATG City/County Databook Utility	Program that allows for extraction of information provided by the U.S. Census City/County databook on CD-ROM.	640K (CD-ROM)	$495 (SU), $695 + (MU)	IBM PC-AT & up; any DOS	All DOS-based Net-BIOS compatible	New
ATG Inc.	ATG County Business Patterns Data Extract	Allows for easy search of businesses by SIC codes to the county level of any given state from the Census County Business Pattern CD-ROM.	640K (CD-ROM)	$595 (SU); $795 + (MU)	IBM PC-AT & up, any DOS	All DOS-based Net-BIOS compatible	New
ATG Inc.	ATG Tiger File Conversion Utility	Extracts geographic data from the 1990 Census Bureau TIGER File CD-ROM.	640K (CD-ROM)	$995 (SU), $1,495 (MU)	IBM PC-AT & up; any DOS	All DOS-based Net-BIOS compatible	New
BMDP Statistical Software Inc.	SOLO 4.0	Statistical & graphics package with various tests, complete database.	640K (hard disk)	$95-$495	IBM PC full range; any DOS	No	5,000 + / 1984
Bruce Bell & Assoc. Inc.	Abtab	Survey information system for market researchers; contains complete data management operations; creates wide range of reports including cross-tabs & marginals. **16**	512K (hard disk)	$995 (SU); $1,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	25,000 + / 1984
Bruce Bell & Assoc. Inc.	Surview†	Complete media market research system; enables users to quickly create audience reach/frequency, readership profile, etc. **2, 16**	512K (hard disk)	$6,950 (SU), $9,950 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	72/1989
Business Research & Surveys	TABULYZER III†	Survey analysis, cross-tabulation, reporting, data entry & camera-ready report generation. Can export to other statistical analysis, word processing, spreadsheet & charting packages. **16**	256K (hard disk)	$495	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	500 + / 1983
CLARITAS Corp.	COMPASS†	Market analysis & mapping program; integrates demographic, client & third-party databases. Industry-specific versions available. **13**	640K	$17,500	IBM PC full range; DOS 3.3 +	All DOS-based Net-BIOS compatible	800 + / 1987
Crunch Software Corp.	CRUNCH	Marketing research, statistical analysis, data management; regression analysis, cross-tabulation, descriptive statistics, limited graphs. **16, 31**	500K	$495	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	6,000/ 1984
Disk-Count Software Inc.	Business Plan Developer	System that blends answers from a series of questions into the first draft of a business plan; printing capabilities; 5-year income analysis. **29**	512K	$49.95	IBM PC full range; DOS 2.1 +	No	20,000 + / 1989

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
DMIS	CONQUEST 2.6	Marketing information system: site selection, market analysis, territory planning, media planning, computerized mapping down to street level. **16, 18, 26, 29**	640K (CD-ROM)	$9,000-$100,000 +	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	300 + / 1986
DMIS	CONQUEST/Dun's BusinessLine 2.5	Business marketing information system provides access to lists of 8.5 million businesses. Computerized mapping including street networks. **16, 18, 26, 29**	640K (CD-ROM)	$18,000-$100,000	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	25/1990
DMIS	ScorPLUS	Market analysis system combining a grocery stall base with demographic & lifestyle data.	640K (hard disk)	$75,000	IBM PC 386 + up; DOS 3.0 +	No	New
Equifax National Decision Systems	Infomark†	Marketing information system that produces analytical reports, maps & graphics of over 27 different demographic & business data sources. Includes product consumption, competitive & customized client information, runs under Windows 3.0. **13, 16, 18, 26**	2MB (CD-ROM)	$22,000 +	IBM PC full range; DOS 4.0 +	All DOS-based Net-BIOS compatible	538/1986
France Int'l Ltd.	GoldSpread	Integrated package with spreadsheets, data management, graphics capability; compatible with Lotus 1-2-3. **27**	320K	$39.95	IBM PC full range; any DOS; Mac + /SE/II series; MOS 4.0 +	No	125,000 + / 1987
Information Resources Inc.	Data Server	Product, brand, marketing, performance, sales analysis.	640K	$50,000-$150,000	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	50 + / 1987
Information Resources Inc.	Express/EIS	Designs & implements customized executive info. systems; mainframe compatability.	640K	$50,000	IBM PC-AT & up; DOS 3.1	All DOS-based Net-BIOS compatible	37/1989
Information Resources Inc.	Javelin PLUS†	Modeling & analysis program combines spreadsheet & database; creates reports & graphs. **24**	512K	$695-$3,295	IBM PC full range; MS DOS 2.1 +	All DOS-based Net-BIOS compatible	65,000/ 1985
Logistics Data Systems Inc.	Spaceman II	Space management system; provides planogramming capability with analytical tools. Incorporates inventory replenishment cycles, customer purchasing patterns & supply & stocking schedules. Price includes training.	4MB (hard disk)	$38,500	IBM PC 386 & up; DOS 3.3 +	No	1,500/ 1984
Logistics Data Systems Inc.	Spaceman ii	Corporate merchandising system; full array of merchandising variables, associated with complete retail environment; allows user to receive data from various sources & analyze info., explores 'what-if' scenarios. Price includes training.	8MB (hard disk)	$60,000	IBM PC 386 & up; DOS 3.3 +	No	1,000/ 1989
Management Science Assoc. Inc./Market Science Assoc.	PcMARIS	Data retrieval & display program for field sales; tabular or graphic displays; spreadsheet capability. **28**	512K (hard disk)	$3,500 +	IBM PC full range, EGA monitor, DOS 3.0 +	No	1,000 + / 1987
Marketing Data Research	Master Tab 2.1†	Tabulates & cross-tabulates survey questionnaire data into finished tables; displays most frequently used statistical measures.	128K	$250	IBM PC full range, DOS 2.0 +	No	800 + / 1984
Marketools Inc.-Blanke Industries	GRUNTWORKS*	Forecasting, pricing, promotion evaluation of products/sales in a marketing context; establishes price/volume elasticity. **21, 27**	256K	$395	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	600 + / 1986
Mathematical Software Co.	Interactive Questionnaire Analysis	Program analyzes questionnaires through statistical calculations, multiple-factor & cluster analysis. **31**	256K (hard disk)	$189	IBM PC full-range; DOS 3.0 + ; Mac SE/II/series; MOS 6.0 +	No	10 + / 1989
McKenzie & Co.	Marketing Strategist	Develops marketing & business plans; diagnostics; target marketing; competitive analysis, sales tracking; marketforms library; marketing plan outlines. **18, 10**	640K (hard disk)	$399	IBM PC full range; DOS 2.2 +	No	New
MediaMark Research Inc.	MEMRI 15.0†	Series of programs for analyzing survey data, cross-tabulation & rating.	2-4MB (hard disk)	$11,500	IBM PC 386 & up; DOS 3.0 +	All DOS-based Net-BIOS compatible	300 + / 1986
Minitab Inc.	MINITAB Statistical Software 7.0†	Descriptive statistics, regression, ANOVA, discriminant analysis, principal component analysis, tabulation, distribution, time series analysis, interface with Lotus.	640K (hard disk)	$695 +	IBM PC full range; DOS 2.0 + ; Mac + & up; any MOS	All DOS-based Net-BIOS compatible	20,000 + / 1972
National Demographics & Lifestyles	OASYS (Opportunity Analysis System)†	Marketing decision-support system with detailed demographic/lifestyle profiles of geographic areas by census track, zip tracking; reporting & mapping. **13, 18**	640K (hard disk)	$7,500 +	IBM PC-AT & up, EGA + monitor; DOS 3.0 +	No	20 + / 1988
National Planning Data Corp.	MAX 3rd Access Software	Front-end software program that formats databases with use of various mapping/spreadsheet software.	640K (hard disk)	$495	IBM PC full range, VGA/monochrome monitor; DOS 3.0 +	No	New
NCSS Inc.	NCSS†	Cross-tabulation program with multiple regression, analysis of variants, multidimensional graphics, descriptive statistics. **31**	512K	$125	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS comp.	20,000 + / 1983
Quest Management Systems	INCITE*	Market/sales planning tool uses competitive information to support operating, tactical, strategic decisions; database with text, image, numeric data. **18, 29**	3MB (hard disk)	$4,000 +	IBM PC-AT & up; DOS 3.0 +	All DOS-based Net-BIOS compatible; Netware & Banyan	27/1989
SDG Decision Systems	Sensitivity 6	Automatically performs sensitivity analysis on spreadsheet variables.	640K (hard disk)	$175	IBM PC full range; DOS 2.0 + ; Mac II, SE & up; any MOS	All DOS-based Net-BIOS compatible; all MOS compatible	1,000 + / 1985
SDG Decision Systems	Supertree 6 Decision Analysis Software†	Professional qualitative decision-analysis package. **17, 27**	640K (hard disk)	$1,500	IBM PC full range; DOS 2.0 + ; Mac II, SE & up; any MOS	All DOS-based Net-BIOS compatible; all MOS compatible	1,000 + / 1985
Tetrad Computer Applications Ltd.	PCensus†	Desktop demographic program allows retrieval of information for user-defined Canadian areas & Standard Canadian census areas.	5MB (hard disk)	$995 +	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	500/1989

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Tetrad Computer Applications Ltd.	PSearch†	Finds target areas that best match user-defined lifestyles, targets Standard Canadian census areas	18MB (hard disk)	$995 +	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	200/1990
Winsight Inc.	Isolating the "Real" Problem	Analyzes problems by "peeling away" layers of causes & possible origins	256K	$249 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
MARKET RESEARCH 16							
Analytical Computer Service Inc.	A-CROSS	Survey research/questionnaire data-analysis system works with Lotus/mainframe data. **15, 29, 31**	512K (hard disk)	$995	IBM PC full range; DOS 2.0 +	No	1,000 + / 1986
Apian Software	Survey Pro	Produces professional-quality surveys from questionnaire layout to tables & graphs. **3**	512K (hard disk)	$219	IBM PC full range; DOS 2.0 +	No	New
Bretton-Clark	Bridger	Allows evaluations of large numbers of product features using full profile conjoint analysis. **22**	256K	$550	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	75/1988
Bretton-Clark	Conjoint Analyzer	Analyze conjoint data using analytic models; produces market simulations. High-resolution graphics	256K	$550	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500/1986
Bretton-Clark	Conjoint Designer	Produces full profile designs used in conjoint studies, product descriptions for consumer evaluations. Lotus-like interface	512K	$550	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	550 + / 1985
Bretton-Clark	Conjoint Linmap	Conjoint & trade-off analysis using profiles, non-metric math, global optimum solutions predicting validity	256K	$900	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	60/1989
Bretton-Clark	Simgraph	Advanced market simulation analysis based on conjoint data, calibrates forecasts to current market share data **27**	256K	$550	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	140/1987
CLARITAS Corp.	PRIZM Lifestyle Segmentation System†	Annually updated market segmentation system; provides data for analysis. Runs on CLARITAS COMPASS SYSTEM, describes every neighborhood in the U.S. down to zip + 4 level. Links major syndicated databases	640K (CD-ROM)	$12,500	IBM PC-AT & up; DOS 3.0 +	No	500 + / 1974
Compusense Inc.	Computerized Sensory Analysis (CSA)	Automated data collection & analysis system for in-house consumer opinion studies; mainframe compatability. **2, 24**	640K (hard disk)	$16,500-$22,000	IBM PC-At & up, color/monochrome monitor; DOS 3.3 +	All DOS-based Net-BIOS compatible	40 + / 1986
Computers for Marketing Corp.	PC-MENTOR†	Tabulation system for data manipulation, report-ready tables. **24**	640K (CD-ROM)	$200 per mo.	IBM PC-AT & up; DOS 3.3 +	No	15/1989
Computers for Marketing Corp.	PC-SURVENT†	Computer-assisted telephone interviewing program for market research	640K (hard disk)	$1,485-$10,000	IBM PC full range; DOS 3.0 +	Novell, ARCNET 2.1 +	16/1986
Computers for Marketing Corp.	Surveyor†	Menu-driven toolkit for questionnaire composition; interviewing & data reporting analysis	640K (hard disk)	$950	IBM PC full range; DOS 3.3 +	No	8/1990
Courseware Development Project	Developing an Export Quote 2 & Export Marketing Tutorial	Computer-assisted learning program; educates users about terms of trade, foreign export risk & details needed to develop a foreign sales quote. **24**	512K	$45.00 (SU); $99.00 (MU) (Canada)	IBM PC full range; DOS 3.1 +	Novell	45/1989
Creative Research Systems	The Survey Sampler	Creates random digit telephone samples in customizable formats. User can specify proportion of numbers to come from each telephone prefix. **32**	300K	$149	IBM PC full range; DOS 2.0 +	No	100/1988
Creative Research Systems	The Survey System†	Covers all phases of survey research: questionnaire production, data entry, presentations tables & charts; can work with answers to open-ended questions	384K	$500-$1,300; MU version avail.	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	3,000/ 1982
Cybernetic Solutions Co.	The Survey — An Opinion Research Tool for the Personal Computer	Creates questionnaires; allows telephone interviewing; creates reports including cross-tab; interfaces with word processing/graphics	384K (hard disk)	$495	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	400 + / 1984
Data Description Inc.	Datadesk 3.0†	Statistical & exploratory data-analysis system; market research, demographic info. **15**	1MB (hard disk)	$595 +	Mac full range; MOS 4.0 +	All Mac compatible	1,500/ 1985
Data Resources	Market Scan†	Detailed coverage of U.S. industries' performance & market data; provides industry risk analysis & has capabilities of product line forecasting	512K	$6,000-$8,000	IBM PC full range; DOS 2.0 +	No	90 + / 1987
Detail Technologies Inc.	Statcheck	Quick statistical calculator; allows sample-size & weighted tests; Windows version available	256K	$95	IBM PC full range; DOS 2.0 +	No	500 + / 1986
Echo Data	DataMax†	Data visualization system for multidimensional data with 30 or more variables; one graphic	640K (hard disk)	$995 (SU); MU discount	IBM PC-AT & up, EGA color monitor; DOS 3.0 + , UNIX	All DOS-based Net-BIOS compatible, UNIX	200 + / 1990
Int'l Business Computer Aided Resource Directory Project	IBCARD	Library reference system for foreign trade subjects	640K (hard disk)	$249-$259	IBM PC-AT & up, color monitor; DOS 3.2 +	No	50/1990
Management Science Assoc. Inc./ Market Science Assoc.	Market Impact†	System for concept evaluation & new product sales forecasting, planning & control	512K	$11,000-$12,500	IBM PC full range; DOS 2.1 +	No	Under 50/1985
Management Science Assoc. Inc./ Market Science Assoc.	PCMatching†	Determines the best-matched markets based on one or more performance criteria; panel creation & test/control analysis. **15**	640K	$12,000	IBM PC full range; DOS 3.3 +	No	Under 50/1985

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Management Science Assoc. Inc./ Market Science Assoc.	Price Impact†	Simulates/predicts the effect of price changes on sales, handles multiple brands, scenarios, regions	320K	$5,000	IBM PC full-range, color monitor, any DOS	All DOS-based Net-BIOS compatible	8 + /1985
Management Science Assoc. Inc./ Market Science Assoc.	Promotion Impact†	Analyzes supermarket scanner data, simulates/predicts effects of retail merchandising & associated price discounting on brand sales	320K	$5,000	IBM PC full range, any DOS	All DOS-based Net-BIOS compatible	15 + / 1988
Marketing Metrics	Verbatim Analyzer	Analyzes open-ended survey responses, searches key words, sorts by criteria, generates reports	256K	$239.50	IBM PC full range, DOS 2.1 +	All DOS-based Net-BIOS compatible	50 + / 1987
Parker Marketing Research	Calculator Relief†	Series of spreadsheets run through Lotus that do statistical tests based on summary data: T-test, Z-test, Chi-square **15**	258K (Lotus template)	$300	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	50 + / 1988
Productive Access	mTAB Research Analysis System 4.0	Research analysis system accesses & customizes large databases; generates report/graphic capabilities, menu-driven, esp. for PC micro use	640K (hard disk)	$25,000 +	IBM PC full range, DOS 3.0	All DOS-based Net-BIOS compatible	500 + / 1986
PSRC Software	MaCATI II	Full-featured telephone information system, auto-dialer, imports phone samples from outside sources, statistical functions, phone tracking, video cues	1MB	$795-$5,000 (MU only)	Mac + & up, any MOS	No	18 + / 1987
Pulse Analytics Inc.	PULSE/MPC	Multiple-paired comparison analysis package used by marketing & advertising researchers to study competitive positioning of products **2, 22**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1986
Pulse Analytics Inc.	PULSE/QSEG	Used by marketing & advertising researchers to do market segmentation analysis for different products/markets **15, 22**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1986
Pulse Analytics Inc.	PULSE/QUAD	Used by marketing & advertising researchers to understand customers' needs & brand satisfaction of said needs **2, 22**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1986
Pulse Analytics Inc.	PULSE/RSAMP	Used by marketing & advertising researchers to design a random sample of subsets of attributes to be studied by further surveys **2**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1986
Pulse Analytics Inc.	PULSE/TURF	Optimizes marketing/advertising, addresses product-mix problems **2, 22**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1988
Quantime	Quanquest	Interactive questionnaire-creation program, stores & retrieves questions. Generates Quantum specs, Quancept scripts, Quinput masks; interfaces with Ventura, Harvard Graphics, etc	640K	$1,000	IBM PC full range, DOS 3.0 +	All DOS-based Net-BIOS compatible	150 + / 1988
Quantum Consulting	Customer Profiler†	Program takes demographic survey information & combines it with slides & billing data; market segmentation for customer use; runs under Windows 3.0	640K (hard disk)	$230	IBM PC-AT & up; EGA/AGA color monitor, DOS 3.1 +	No	1/1990
Robinson Assoc. Inc.	Compass Points†	Image management/segmentation research involving perceptual/respondent background data; stores information in disaggregated form **14**	640K (hard disk)	$3,800	IBM PC full range, DOS 3.0 +	All DOS-based Net-BIOS compatible	50 + / 1986
Robinson Assoc. Inc.	POSSE: Product Optimization & Selected Segment Evaluation	Twenty-eight programs use market measures & economic planning tools to generate a response surface showing market share, product targeting, etc. **15, 31**	640K (hard disk)	$35,000 +	IBM PC-AT & up, math co-processor, DOS 3.1 +	No	1/1990
Sawtooth Software	ACA System for Adaptive Conjoint Analysis	Conjoint trade-off analysis for product development, simulates impact on market share of changes in product features/prices **15, 22, 27**	256K	$1,500-$3,000	IBM PC full range, DOS 2.0 +	No	900 + / 1985
Sawtooth Software	C/2 CATI System for Computer Aided Telephone Interviewing	Computer-interactive interviewing, call management, quota control, call disposition monitoring **32**	Varied (hard disk)	$5,000-$20,000	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	120/1986
Sawtooth Software	C/2 System for Computer Interviewing	Computer-interactive interviewing for marketing research, personnel hiring & other research needs	256K	$500-$4,000	IBM PC full range, DOS 2.0 +	No	1,500 + / 1985
Sawtooth Software	Convergent Cluster Analysis System	Groups survey respondents with similar characteristics into identifiable clusters for strategic target marketing	256K (hard disk)	$500	IBM PC full range, DOS 2.0 +	No	25/1987
Sawtooth Software	CVA: Conjoint Value Analysis	Conjoint analyses package for studying price; allows estimation of price elasticities for individual production attributes **15, 22**	256K (hard disk)	$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1990
SKOPOS Corp.	Survey Processor†	Uses unlimited number of response scales/demographic groupings, prepares/analyzes comprehensive market/product surveys, applies scanner input data to any report	2MB	$2,500	IBM PC-AT & up, MS DOS 2.0 +	All DOS-based Net-BIOS compatible, UNIX, EMS	75 + / 1988
Stolzberg Research Inc.	Market Research†	For polling, marketing research, tallying survey results with automatic error detection	256K	$180 (SU), $300 (MU)	IBM PC full range, DOS 2.0 + , Mac II, any MOS	All DOS-based Net-BIOS compatible	300 + / 1980
Suburban Software	T.A.B. Program	Data entry, cross-tabulation/mean cleaning for all types of surveys, data entry/tabulation for research questionnaires, produces tables, etc	512K	$995	IBM PC full range, DOS 2.0 +	No	60 + / 1985
SumQuest Survey Software	SumQuest	For marketing research groups to process/analyze questionnaire survey data, frequency distributions, cross-tabulations, graphics	512K	$595 (SU), MU version avail	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	300 + / 1986
TBX Inc.	Quik-Pol	Survey program produces questionnaires & tabulates information	256K (hard disk)	$495	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	150 + / 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
MARKETING MANAGEMENT 17							
HMS Computer Co.	Home Marketing Management System	Marketing management system for real estate agents/home builders; modules include mortgage loan calculator, prospect tracking system, proposal purchase agreement **12**	640K-1MB (hard disk)	$995 (SU); $1,675 (MU)	IBM PC full range, DOS 2.1 +; Mac full range, any MOS	All DOS-based Net-BIOS compatible, AppleShare, AppleTalk	700 + / 1987
JIAN	Forecast Express	Merges historical data & anticipated expenses; complete financial statements **27**	512K (hard disk)	$295	IBM PC full range, any DOS; Mac full range, any MOS	No	500 + / 1990
Management Science Assoc. Inc./Market Science Assoc.	Analyst Work Station†	Integrates user selected PC productivity software with mainframe or network databases; report generation, data analysis, etc. **24**	640K (hard disk)	$15,000 +	IBM PC-AT & up, DOS 3.1 +, OS/2; Mac + and up, any MOS	No	Under 50/1989
M & S Assoc.	EXIMPAK	Software program for export & import pricing & analysis	640K (needs Lotus)	$89.95	IBM PC full range, any DOS	No	New
Maryland Interactive Technologies	The Business Disc	Sophisticated simulation leads one through the steps of planning & managing a small business **18**	512K (laser disk)	$2,995 (MU)	IBM PC full range, DOS 2.1 +	Novell	300/1987
Norman R. Sutherland & Assoc. Inc.	Find-A-Rep†	Database program helps sales managers define/identify the best commissioned sales rep for their products; names of 8,000 reps in 92 industrial classifications already in program	384K (hard disk)	$295 +	IBM PC full range, DOS 2.0 +	No	200 + / 1988
OnDisk	World Directory	Database management system; incorporates telemarketing/direct mail; provides own database of over 80,000 computer- & telecommunication-related businesses	640K (hard disk)	$79.95	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	New
The Right Brain Inc.	NewsTrack/IBM & MAC + †	Database tool for detailed management/analysis of publicity programs; manages/analyzes media database/lists/clippings/exposure; esp. for PR firms in corporate communications departments **2**	1MB (hard disk)	$495 +	IBM PC full range, any DOS; Mac + & up, any MOS	All DOS-based Net-BIOS; all Mac compatible	700 + / 1989
Select Marketing Inc.	MMS (Marketing Management Software) 3.2†	Lead tracking & marketing management system; telemarketing, sales reports, records, sales analysis, sales forecasts **12, 24, 27, 32**	640K (hard disk)	$195 (SU); $995 (MU)	IBM PC full range, DOS 2.1 +, UNIX	All DOS-based Net-BIOS compatible, XENIX	1,400/ 1983
Winsight Inc.	Keeping Your People Motivated	Helps managers understand their employees' feelings/motivations	256K	$249 (SU); MU discount	IBM PC full range, DOS 2.1 +	No	1,000 + / 1988
MARKETING PLANNING 18							
Comshare Inc.	One-Up†	Complete business planning, analysis & modeling software designed to enhance productivity **20, 24, 29**	512K (hard disk)	$1,500	IBM PC full range, DOS 3.1 +	All DOS-based Net-BIOS compatible, Banyan Pathwork	13,500/ 1988
Good News Marketing Inc.	The Market Nicher	Reveals & quantifies optimum target market segments; includes market segment, channel & benefit databases, graphic & text output; makes segmenting decisions authoritative **16, 17**	1MB	$695	Mac + & up; MOS 6.02 +	No	New
JIAN	Biz Plan Builder 4.0†	Edit & customize 70 + page prewritten business plan; presentations for bankers/investors/senior executives **17,22, 23, 30**	512K (hard disk, needs Lotus)	$129	IBM PC full range, word processor, any DOS; Mac full range, any MOS	No	50,000 + / 1988
K & A Software	Diagnostic Audit	Esp. for new-product developers; points out problem areas; shows how to straighten strategies; report card generator; provides quantitative/qualitative assessments	256K (hard disk)	$124.95	IBM PC full range, DOS 3.0 +	All DOS-based Net-BIOS compatible	300 + / 1988
MarketWorks Inc.	The Marketing Manager†	Guides user through the process of producing a marketing plan	256K	$299 (SU), $2,500 (MU)	IBM PC-AT & up, DOS 2.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1987
Scarsdale Marketing Co.	PROPLANSYS†	Promotion planning program designed to help consumer & trade promotion planners improve their control & target strengths & weaknesses	240K	$2,900	IBM PC full range, DOS 2.1 +	No	50 + / 1983
The Scientific Press	Marketing Mix Analysis with Lotus	Teaches using spreadsheet software to understand & solve problems when analyzing marketing mix allocations **15**	256K (needs Lotus)	$37.50	IBM PC full range, DOS 2.0 +	No	200/1987
MEETING PLANNING 19							
ACEware Systems	Conference Coordinator†	Registration management provides invoices, confirmations, name tags, mailing labels, reports, financial statistics. Source code included with program, full laser printer support, automatically written postcard printing.	640K	$1,295 (SU); $2,590 (MU)	IBM PC-AT and up, DOS 3.0 +	All DOS-based Net-BIOS compatible	150 + / 1984
The Association Store Ltd.	Lil Badger System†	Badge making, housing reports, airline manifest, conference bookkeeping, preregistration, custom fonts & logos.	256K	$295-$595	IBM PC full range, DOS 2.0 +	Novell	50 + / 1985
Aztech Corp.	Activity*Ware†	Tracks activities of individuals & committee memberships.	640K (hard disk)	$995	IBM PC full-range, any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50 + / 1985
Aztech Corp.	Central*Ware†	Customized demographic database, labels, rosters.	640K (hard disk)	$695	IBM PC full range, any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50 + / 1985

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Aztech Corp.	Conference*Ware†	Unlimited tracking of conferences, events, fees, participants, payment history, hotels; produces badges, tickets, reports, bills; over 20 modules avail.	1MB (hard disk)	$1,995 (SU); $1,995 + (MU)	IBM PC full range, any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50 + / 1985
Aztech Corp.	Note*Ware†	Equivalent to Post-it notes, esp. for meeting planners	640K	$695	IBM PC full range, any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50 + / 1985
Computer Solutions & Development Inc.	ConEx Conference Express†	Financial details of registration, payments, sessions per conference. Hotel/travel program & guest tracking through seminars. Exhibit module.	640K	$1,995 (SU); $2,995 + (MU)	IBM PC full range, any DOS	Novell	52/1986
Computer Solutions & Development Inc.	MemEx Member Express†	Organizes accounting, billing, mailing labels, form letters for membership organizations	640K (hard disk)	$1,995 (SU); $2,995 + (MU)	IBM PC full range, any DOS	Novell	67/1986
Convention Central Inc.	DecoWare†	Maintains data for convention attendance, hotels, air/ground arrangements, events; detailed reports for suppliers, registration	512K	$3,500	IBM PC full range, any DOS	No	5/1988
Data Services Co.	Keeper Seminar Management System	Registration system for seminars, conventions & exhibits; prints badges, tracks resumes, speakers, exhibits	640K (hard disk)	$350 +	IBM PC full range, DOS 3.1 +	All DOS-based Net-BIOS compatible	10 + / 1990
DISC Corp.	The "Magic" PRIMER	Registration software, activity screen for each attendee, budget control worksheet, tracks room requirements*	640K (hard disk)	$1,028	IBM PC AT & up, DOS 3.0 +	All DOS-based Net-BIOS compatible	New
DISC Corp.	MEETING MANAGER PLUS	Plans & manages meetings, planning by category with full budget control, spreadsheet capabilities, word processor, mail merge, report writer	640K (hard disk)	$5,000 (SU); $5,000 + (MU)	IBM PC full range, DOS 3.1 +	All DOS-based Net-BIOS compatible	43 + / 1987
ETS Center	Name Processor†	Database for handling names/addresses for mailing lists & meetings, prints labels, badges, logos	256K	$149	IBM PC full range, any DOS	Novell	2,500 + / 1984
G.G. Tauber Co.	BadgeWorld	Makes badges, customizes logos, 3 fonts, 6 points sizes	612K	$225	IBM PC full range, any DOS	No	50 + / 1990
Int'l Conference Management	Event Manager Series†	Registers individuals for unlimited events & sessions; tracks attendees, speakers, exhibitors, vendors, hotels, rates, room types & reservations, accounting. Modular based system	640K (hard disk)	$695-$17,000	IBM PC full range, DOS 3.3 +	Token Ring, Novell, 3Com	35/1988
K/M Data Systems Inc.	K/M Registrar + †	Modular-based system, registers participants' activities, fees & show income; produces 15 reports & bills; modules for academic applications	520K (hard disk)	$995-$3,024	IBM PC full range, any DOS	Novell, IBM Token Ring	50 + / 1984
Logic Design Corp.	Banquet/Convention Manager†	Hotel & convention marketing & record-keeping package, telemarketing, direct mail, contract entry, scheduling & invoicing	4MB (hard disk)	$5,000 +	IBM PC 386 + , DOS 3.0 + , UNIX	LANmanager, Novell	28/1990
Peopleware Inc.	MeetingPro III†	Integrated registration management system for seminars & conferences; report generator, lists, letters, typeset quality badges	640K (hard disk)	$995-$3,995	IBM PC full range, DOS 2.1 +	All DOS-based Net-BIOS compatible	700/1981
Peopleware Inc.	NameTags Plus†	On-site & pre-meeting system produces typeset-quality badges, certificates, table tents, exports to word-processing systems for personalized confirmations	512K (hard disk)	$245	IBM PC full range, any DOS	All DOS-based NetBIOS compatible	300/1988
Peopleware Inc.	Talent Scout 2.0†	Integrated speaker/instructor/event scheduling system; database with speaker bios, fees, evaluations	640K (hard disk)	$750-$1,450	IBM PC full range, DOS 2.1 +	No	30/1990
Phoenix Solutions Inc.	FEEDBAK	Survey design/processing/evaluation software, esp. for meeting planners (meets CME standards)	640K (hard disk)	$795 (SU), $1,195 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	25 + / 1989
Phoenix Solutions Inc.	GL/APTrak†	General ledger/accounts payable, esp. for meeting planners	420K	$695	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	25 + / 1988
Phoenix Solutions Inc.	MeetingMatrix†	Room setup & layout software, draws floor plans, shows distances between chairs, aisle width, distance from A-V screens, etc.	640K (hard disk)	$2,495 (SU), $2,995 + (MU)	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	20 + / 1989
Phoenix Solutions Inc.	MeetingTrak 3.0†	Meeting registration software, manages registration, counts, unlimited sessions & events, name tags, labels, mail merge, financial reports, housing lists, etc.; modular program	640K (hard disk)	$1,995 (SU), $3,495 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based major NetBIOS compatible	800 + / 1984
Phoenix Solutions Inc.	PeopleTrak†	Association management software, membership records/history, renewal invoices/reminders, committee membership	640K (hard disk)	$2,495 (SU), $3,995 + (MU)	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	150 + / 1985
Phoenix Solutions Inc.	RESNET 2.0†	Conference facility management software, prevents double bookings, produces food, beverage, A-V instructions, invoices, manages inventory, 40 standard reports built in	640K (hard disk)	$2,495 (SU), $3,995 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1987
Sector Systems Co. Inc.	Seminar Selling Organizer	Sales seminar organizing & planning tool	256K	$60	IBM PC full range, DOS 2.0 +	No	500/ 1986
System Dynamics	CRIS: Conference Registration Information System†	For small & medium-sized conferences (up to 5,000 participants), generates participant reports, meal planning, tracks fees, breaks participation into categories	256K	$700	IBM PC full range, DOS 2.0 +	No	185 + / 1985

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Topitzes & Assoc.	E-Z/Nametag	Prints name tags, certificates, table tents, overheads for presentations	128K	$99	Apple IIe & Apple IIc & comp., any MOS	No	150 + / 1986
Topitzes & Assoc.	Mac/Nametag	Same as above but with 18 fields of information; import/export to other Mac software packages	1MB	$299	Any Mac; any MOS	No	100 + / 1989
Topitzes & Assoc.	PC/Nametag†	Name tag & database registration software; stores/sorts on 18 fields, generates typeset-quality name tags & certificates, mailing labels, reports	256K (hard disk)	$199	IBM PC full range; DOS 2.0 +	No	3,000/ 1985
Topitzes & Assoc.	PC/Nametag II Deluxe	Same as above but with import/export capabilities from word processing, database, or any other program in ASC II format	256K	$399	IBM PC full range; DOS 2.0 +	No	750 + / 1986
Topitzes & Assoc.	PC/Nametag III Deluxe†	Same as above but prints typeset quality name tags & certificates, 2,800 name tags/hr.	384K	$599	IBM PC full range; LaserJet or Series II printer, DOS 2.0 + ; Mac full range; any MOS	No	600 + / 1988
Topitzes & Assoc.	PC/Nametent	Generates name tents, signs & banner on a dot matrix printer	256K	$59	IBM PC full range; any DOS	No	500 + / 1986
Topitzes & Assoc.	PC/Nametent II	Creates typeset-quality name tents & signs in a variety of formats; users can import information from any PC name-tag software program	256K	$195	IBM PC full range; DOS 2.0 +	No	300 + / 1989
William R. McHugh Inc.	Convention Sales System	Assists convention & visitor bureaus in sales & marketing; 3 levels of info.: general about company, booking for specific meetings, history of activity on file	256K (hard disk)	$3,000 (SU), $5,000 (MU)	IBM PC full range,, DOS 2.0 + , UNIX	All DOS-based Net-BIOS compatible	2/1982
Winsight Inc.	Making Meetings Productive	Identifies specific steps to help make meetings better; prepares participants for peak performance	256K	$249 (SU), MU discount	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
PERSONAL MANAGEMENT 20							
askSam Systems	askSam 5.0	Information management tool, search engine, text editor, command language & user-definable menus. **20**	384K	$395 (SU), $1,059 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS	30,000 + / 1985
Bridgeway Wordsystems Int'l	Translation Software	English-to-foreign & foreign-to-English for all major commercial languages. **36**	640K (hard disk)	$998 +	IBM PC full range; DOS 3.1 +	No	New
Brightbill-Roberts & Co.	HyperPAD 2.0	Daily, monthly, yearly calendar; phone/addresses, expense tracking, graphics. User can create unlimited customized applications.	384K	$149.95	IBM PC full range; DOS 2.1 +	No	30,000/ 1990
Broderbund Software	MemoryMate†	Personal information manager; all notes are indexed/cross-indexed; electronic Rolodex	640K	$69.95	IBM PC full range; DOS 5.0 +	No	100,000 + / 1990
ButtonWare Inc.	TakeNote†	Electronic Rolodex, files names/companies/contacts on pre-designed cards, mailing labels, reports, auto-dialer, runs under Windows 3.0	340K (hard disk)	$49.99	IBM PC-AT & up, DOS 3.1 +	No	New
Campbell Services	OnTime	Lifetime calendar & to-do list manager, message field, group scheduling on network version	340K	$69.95 +	IBM PC full range; DOS 2.1 +	Novell	4,000/ 1989
Campbell Services	OnTime for Windows	Same as OnTime program but runs under Windows 3.0	340K (hard disk)	$129.95	IBM PC AT & up; DOS 3.1 +	Novell	New
Chronos Software Inc.	ENTERPRISE WHO-WHAT-WHERE†	Scheduling & calendaring over the network with client account & sales history; includes card files, phone list, meeting maker, auto-dialer & more. **1, 23, 28**	640K	$695 (MU)	IBM PC full range; DOS 3.1 +	Novell, NetWare, Aware	1,000 + / 1990
Chronos Software Inc.	WHO-WHAT-WHERE†	Client account & contact management with sales history, GANTT chart. **1, 23, 28**	512K	$295	IBM PC full range; DOS 2.0 +	No	35,000 + / 1988
DAC Easy Inc.	Rolodex Live	Memory-resident personal info. manager. **22**	256K	$49.95	IBM PC full range; DOS 2.1 +	No	15,000/ 1988
JIAN	Living Trust Builder	Prepares confidential living trust; features ready-to-customize sample trusts & associated documents	512K (hard disk)	$139	IBM PC full range; word processor, any DOS; Mac + & up; any MOS	No	2,000 + / 1990
Lawco Ltd.	Decision Aids 2.1	To-do list, calendar, criteria rank, alternative routines. **23**	128K	$99.95	IBM PC full range; DOS 2.0 +	No	2,000 + / 1986
Lotus Development Corp.	Agenda 2.0†	Program with 4 pre-built starter applications designed to increase productivity; personal information manager, to-do lists, arranges and prioritizes reminders, phone numbers, ideas & dates/times of meetings, math capability, enhanced printer support. **1, 23**	640K (hard disk)	$395	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	100,000 + / 1990
Lotus Development Corp.	Lotus Magellan 2.0	Tool for finding/viewing/using all info. stored on a personal computer; searches/views files & executes the program in which the file was created; compress/uncompress, undelete, copy, move, sort, rename & backup files. **36**	512K (hard disk)	$139	IBM PC full range; DOS 2.1 +	No	250,000/ 1990
MINDLINK Inc.	MINDLINK	Expert system assists in creative thinking, indirectly addresses problems; routine version of Hypercard included; IBM version runs under Windows 3.0. **23**	640K (hard disk)	$299 (SU), $795 + (MU)	IBM PC-AT & up, DOS 3.3 + , Mac + & up; MOS 6.0 +	All DOS-based Net-BIOS compatible; Apple's Hypercard & comp.	100 + / 1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Performer Systems Inc.	PERFORMER: The Time & Contact Management System 3.0†	Organizes & tracks clients & time schedules, scripting, reports, tickler, expense tracking.	512K (hard disk)	$295 (SU); $695 (MU)	IBM PC full range (except PS/2); DOS 3.1 +	All DOS-based Net-BIOS compatible	12,000/ 1989
Polaris Software	Polaris PackRat	Personal information manager organizes appointments, calendar, data, telephone dialer, project manager, resource & time manager, runs under Windows 3.0. **23**	1MB (hard disk)	$395 (SU); $695 (MU)	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	25,000 + / 1988
Popular Programs Inc.	Pop-Up DeskSet Plus 2.0†	System containing note pad & word processors, address book, schedules, financial calculator, alarm clock, phone dialer, standard calculator, auto-dialer, telecommunications.	20-90K	$69.95-$129.95	IBM PC full range; DOS 1.0 +	All DOS-based Net-BIOS compatible	400,000+/ 1982
Popular Programs Inc.	Pop-Up Today	Task prioritizer, daily, weekly, monthly to-do lists, automatically sorts any field.	40K	$39.95	IBM PC full range; DOS 1.0 +	All DOS-based Net-BIOS compatible	20,000 + / 1986
Popular Programs Inc.	Pop-Up PC 12c	Exact emulation of the Hewlett-Packard HP 12c hand-held financial calculator.	60K	$69.95	IBM PC full range; DOS 1.0 +	All DOS-based Net-BIOS compatible	Under 1,000/ 1986
Portfolio Systems	Dynodex: The Instant Address Book	Electronic Rolodex with desk accessory version finds, dials & manages personal contacts; prints pre-formatted personal organized pages for Filofax, envelopes & mailing labels, IBM version runs under Windows 3.0.	640K	$125	IBM PC-AT & up; DOS 3.1 + ; Mac + & up; any MOS	No	7,500/ 1990
Spinnaker Software Corp.	Resume Kit	Formats resumes, produces fonts for typeset look; database for contacts, calendar, full word processor.	384K (IBM), 512K (Mac)	$39.95	IBM PC full range; DOS 2.1 + , Mac + & up, any MOS	No	40,000 + / 1988
Star Software Systems	Venture: The Entrepreneur Handbook†	Database & word processor with business plans/documents, spreadsheets, double entry general ledger, graphics, strategic planning. **18, 29, 36**	512K (hard disk)	$149.95	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1989
Symmetry Corp.	ACTA 7	Desk accessory, organizes ideas, information, time & projects, outlines, plans, organizes, makes lists, sorts.	512K	$149	Mac + & up; MOS 6.05 +	AppleShare, Ethernet, AppleTalk	30,000 + / 1986
Time/Design	NameBank	Contact management software; organize, categorize & cross-reference all personal/professional/specialized contacts; custom fields for personalization. **1**	256K	$95	IBM PC full range, DOS 2.0 +	All DOS based Net-BIOS compatible	2,000/ 1988
Time/Design	TimeBase	Personal information management software; cross-references people/plans/projects simultaneously, features 14 different printouts & desktop management tools.	640K (hard disk)	$195 (SU), $695 + (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	600/1990
Varteck Int'l	Influence	Electronic Rolodex, import/export capability, auto-dialer.	384K (hard disk)	$98	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	6,000/ 1988
Varteck Int'l	PS Menu/PC Net	Menu product system; access up to 25.6 billion programs & commands on 8 menu levels.	64K	$75	IBM PC full range; DOS 3.0 +	Novell, PC Net	20,000 + / 1989
Winsight Inc.	Sharpening Your Performance	Strengthens employees' ability to choose the best ways to improve their results & carry them out.	256K	$249 (SU), MU discount	IBM PC full range; DOS 2.1 +	No	100 + / 1990
PRICING 21							
Anaheim Technologies Inc.	Anaheim Bid†	Maximizes chances of landing an account through the bidding process, strategy tool. **10, 29**	640K (hard disk)	$495	IBM PC full range; DOS 2.1 +	No	100 + / 1989
Computer Innovations	Price-It†	Sales support package, pricing, bidding negotiations, comparative tracking. **28**	512K	$1,995 +	IBM PC full range; any DOS, UNIX	Novell	60/1988
Pizzano & Co. Inc.	Pricing Stategy Advisor†	Expert system determines optimal pricing strategy, promotional tactics & account-specific bidding strategies.	640K (hard disk)	$25,000 (SU), $40,000 (MU)	IBM PC-AT & up; DOS 2.0 +	Novell	5/1990
The Sachs Group	The Contract Planner†	Models/alternative pricing strategies for contracts.	640K (hard disk)	$35,500	IBM PS/2; DOS 3.0 +	All DOS-based Net-BIOS compatible	12/1989
Slattery Software	Minute Quotes	Prints price quotes; calculates prices, discounts, commissions, net profits, etc., can be used to do "what ifs." **7, 24, 25, 32**	512K	$495	IBM PC full range; 2.1 +	No	1,000 + / 1987
PRODUCT MANAGEMENT 22							
Apian Software	Decision Pad	Interactive worksheets help customers make product choice decisions, produce data for later analysis. **30**	256K	$395	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	1,000 + / 1988
Bits & Bytes Inc.	Marketing Decision Maker†	Manages marketing distribution/planning product development process, allows competitive intelligence, raises performance & marketing mix for new products. **15, 16, 17**	640K (hard disk)	$250 (SU); $2,500 (MU)	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	2,000 + / 1988
Business Resource Software Inc.	Business Insight†	Expert system & evaluation of business plans & strategies, evaluates ongoing business activities, analyzes new ventures, introduces new products. **17, 18**	640K (hard disk)	$495	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	New
Caddylak Systems Inc.	Take Stock†	Comprehensive inventory system tracks prices & vendor information for 3,200 items in 19 categories, prints purchase orders & labels, dot matrix compatability.	256K	$89	IBM PC full range; DOS 2.0 +	No	1,000/ 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Information Resources Inc.	Apollo Space Management System	Shelf-space management for consumer packaged goods manufacturers, retailers, wholesalers & brokers for sales & merchandising analysis; allocation methodology, reports/graphs.	640K-2MB (hard disk)	$40,000	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	1,500/ 1984
Information Resources Inc.	TotalStore Apollo	Space management merchandising analysis conducted at a store, aisle, department, or category level; graphics/reports	640K-2MB (hard disk)	$10,000	IBM PC full range; any DOS	No	230/1987
Management Control Systems	PROMASTER: Project Evaluator	Systematizes gathering of market data & costs for starting a new product.	512K (hard disk)	$395	IBM PC full range; DOS 2.0 +	No	250 + / 1986
Marcomm Industries Inc.	List Tamer-The Executive Suite†	Fully relational database program designed for use with lists/databases, maintains standard record info.; users can define their own fields & recording schemes; tracks what customer base is buying.	512K	$149-$550	IBM PC full range; DOS 2.0 +	XENIX, Novell	200 + / 1986
MarketWare Corp.	Pegman M.A.P.	Computerized planogramming by integrating sales & financial data to permit analysis & optimization according to users' financial goals.	640K (hard disk)	$7,000 +	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	100 + / 1988
Mel Long Assoc.	Combi-Name II	Helps create names for new products, services & companies.	320K	$99	IBM PC full range; DOS 2.1 +	No	300 + / 1987
Representative Systems Inc.	MasterRep†	Specifically for manufacturers' reps; tracks products, quantities, dealers, manufacturers, commissions.	640K (hard disk)	$1,195	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	75/1987
TBX Inc.	FasTRACK†	Traffic management system tracks 1,000 products at once, sets up schedules.	256K (hard disk)	$495	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	15/1987
Vocam Systems, A Pitney Bowes Co.	SHIPTRAC/R Transportation Management Software	Inbound/outbound transportation management, vehicle routing & scheduling, consolidation optimization, integration with order processing, warehouse & inventory control systems. **17, 18, 23**	2MB (hard disk)	$5,000 +	IBM PC 386 & up; DOS 4.01 +	All DOS-based Net-BIOS compatible	100 + / 1982
Winsight Inc.	Finding Hidden Opportunities	Especially for product managers; uncovers current issues & concerns that can be transformed to opportunities.	256K	$249 (SU), MU discount	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
PROJECT MANAGEMENT 23							
Applied Business Technology Corp.	Project Bridge	Knowledge-based message & project estimating tool.	640K (hard disk)	$5,000	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	10,000/ 1989
Applied Business Technology Corp.	Project Bridge Customer	Allows software developers to bring their own development methodology into Project Bridge.	640K (hard disk)	$7,500	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	New
Applied Business Technology Corp.	Project Workbench Software System	Integrated project management tool: GANTT charts, dependency networks, resource spreadsheets, various resource assignment & task loading; contains "what-if" capabilities.	512K (hard disk)	$1,275 (SU), MU discount	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	60,000 + / 1987
Beacon Expert Systems Inc.	Negotiator Pro	Project management tool for negotiations used; esp. for executives planning projects in sales, marketing, personnel or fianancial ventures. **10, 17, 20, 23, 28**	640K (hard disk)	$499	IBM PC-AT & up; DOS 3.1 +, Mac + & up; any MOS	No	300/1989
Beacon Expert Systems Inc.	Negotiator Pro for Windows	Same as the Negotiator Pro program but runs under Windows 3.0. **10, 17, 20, 23, 28**	640 (hard disk)	$499	IBM PC-AT & up; DOS 3.1 +, OS/2	All DOS-based Net-BIOS compatible	300/1989
Caddylak Systems Inc.	Employee Scheduling Program	Creates work schedules: up to 40 employees per file, unlimited files, calculates hrs. worked, etc.	256K	$99	IBM PC full range; DOS 2.1	No	500/1990
Caddylak Systems Inc.	On Schedule	Planning & scheduling program creates schedules, assignments, tasks for large projects.	256K	$99	IBM PC full range; DOS 2.0 +	No	4,500/ 1987
Computer Aided Management Inc.	ViewPoint 4.1 with Windows Graphics	Project planning & scheduling, resource & cost analysis, tracking & reporting, multiple calendars, diagrams; runs under Windows 3.0.	640K (hard disk)	$3,500	IBM PC-386 & up, VGA color monitor; DOS 3.1 +	Novell, 3Com, Banyan	5,000 + / 1985
Digital Marketing Corp.	MILESTONE†	Project planner to track projects; includes cost analysis & tracks progress.	128K	$99	IBM PC full range; any DOS	No	10,000 + / 1981
Lawco Ltd.	Zip Action Plan†	Research package outlines goals/objectives in terms of strategies, resources, activities. **15, 18**	128K (hard disk)	$198.98	IBM PC full range; DOS 2.0 +	No	2,000 + / 1986
Lotus Development Corp.	Lotus Notes 2.0†	Group collaboration product: allows users to create & access shared info. using PCs & networks; includes E-mail & workflow automation functions, compatible with a variety of operating systems. **1, 6, 12, 17, 36**	4MB (hard disk)	$62,500 (MU)	IBM PC 286 +, any DOS, OS/2	All DOS-based Net-BIOS compatible	50,000 + / 1989
Management Control Systems	Project Forecaster	Develops master project schedules, generates project reports in dollars/hrs. sorted by category.	640K (hard disk)	$395	IBM PC-AT & up; DOS 2.1 +	No	190/1988
Management Control Systems	PROMASTER: Cost Tracker	Decision support system improves management productivity; accumulates cost (time/dollars) invested in all projects & then generates project reports in dollars/hrs. sorted by category.	640K (hard disk)	$395	IBM PC full range; DOS 2.1 +	No	100 + / 1987
Micro Planning Int'l Inc.	InstaPlan	Forward planning tool integrates outlining project management & spreadsheets; produces overheads & handouts; consolidates varied projects, planning, scheduling.	640K (hard disk)	$249-$549	IBM PC full range; DOS 2.1 +	No	45,000/ 1986
Microtab Inc.	SWAT: Schedule Work & Time†	Scheduling program; defines projects, GANTT charts, personal work schedules. **20**	256K	$69.95	IBM PC full range; DOS 2.1 +	No	200 + / 1986

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Symantec Corp.	TimeLine 4.0†	Project management program helps track time/resources, outlining, resource-driven scheduling, resource leveling & histogram	640K (hard disk)	$1,595	IBM PC full range; DOS 3.1 +	All DOS based NetBIOS compatible	250,000/ 1984
Winsight Inc.	Defining Project Objectives	Clarifies understanding of the key results a project must produce in order to be successful	256K	$249	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
SALES ANALYSIS 24							
Ammlung Data Processing Inc.	Marketing Success Tracker (MST)	Especially for firms with discrete marketing projects, calculates success rates by market segment breakdowns	640K (hard disk)	$189	IBM PC full range; DOS 2.0 +	No	New
Ammlung Data Processing Inc.	Proposal Tracker	Especially for design firms, includes tickler, deadline indicator, success rate reports, etc	640K (hard disk)	$495	IBM PC full range; DOS 2.0 +	No	Under 50/1990
Application Consulting Group Inc.	ACG Forecaster†	Integrated sales forecasting program; automated/statistical calculations, reporting & graphics, especially for consumer packaged goods cos. requires pcEXPRESS **15, 18, 26, 27, 28**	640K (hard disk)	$30,000	IBM PC full range; any DOS	Novell	100/1989
Application Consulting Group Inc.	ACG Window†	Marketing & sales system; analyzes internal & syndicated data, reporting graphics & statistics, esp. for consumer packaged goods cos; requires pcEXPRESS **15, 18, 24, 26, 29**	640K (hard disk)	$15,000-$25,000	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	20 + / 1987
Applied Decision Systems	ADDATA Forecasting System†	Analysis system that forecasts for product code level of detail; 4 techniques to choose from; report generator; interactive color graphics; mainframe compatability **16, 27, 31**	500K (hard disk)	$4,500 (SU); $40,000 (MU)	IBM PC AT & up, math co-processor, DOS 3.3 +	All DOS-based NetBIOS compatible	48/1978
AXSYS Inc.	Rep Tech†	Sales analysis & commission tracking package; facilitates the management of day-to-day activities in mfr. rep organizations; tracks product lines/sales reps/customers, etc. **7**	640K (hard disk)	$1,495 (SU); $2,995 + (MU)	IBM PC full range; UNIX; DOS 3.0 +	All DOS-based NetBIOS compatible	Under 12/1989
DataModes Inc.	Sales Analysis	Modular-based system; uses invoice data to generate sales & profit analyses	512K (hard disk)	$350 +	IBM PC full range; DOS 3.0 + ; UNIX, XENIX	All DOS based NetBIOS compatible; UNIX, XENIX	250/1987
FirstMark Technologies Ltd.	KnowledgeSEEKER 2.0	Decision-making software program; finds patterns & trends in existing databases **15, 16, 31**	640K (hard disk)	$495	IBM PC full range; any DOS	No	500 + / 1990
Northwest Source Group	System IV†	Information management system for salespeople & managers; full accounting functions incl. commission accounting; sales analysis functions	640K (hard disk)	$1,000-$4,000	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	400 + / 1988
The Salinon Corp.	T&R Trends/Relationships†	Visual analysis tool for analyzing marketing, sales & retail databases, esp. scanner data **16**	640K (hard disk)	$125,000 +	IBM PC AT & up, any DOS	All DOS-based NetBIOS compatible	New
The Software Butler	Building Marketing Plans	Enables user to analyze the market & develop pricing, distribution, sales, personnel & marketing communications strategies to reach sales objectives **15**	384K (hard disk)	$199	IBM PC full range; DOS 3.0 +	No	Under 1,000/ 1985
SPAR/Burgoyne	CM II†	Category management program; determines specific range of ideal product mix for category by store based on factors such as profit, store conditions & local demographics	640K (hard disk)	$25,000-$50,000	IBM PC-AT & up, math co-processor, EGA color monitor, DOS 3.1 +	All DOS-based NetBIOS compatible	New
SPAR/Burgoyne	Promotion Productivity Software†	Calculates promotion profitability; forward buy & diverting at the retail customer level	640K (hard disk)	$7,500-$65,000	IBM PC-AT & up, math co-processor, EGA color monitor, DOS 3.1 +	All DOS-based NetBIOS compatible	40 + / 1985
SPAR/Burgoyne	SPARCAST†	Determines an optimal plan based on volume, spending, etc.; forecasts total volume & promotion profitability, incorporating marketplace dynamics **27**	640K (hard disk)	$10,000-$30,000	IBM PC AT & up, math co-processor, EGA color monitor, DOS 3.1 +	All DOS-based NetBIOS compatible	20 + / 1987
SPAR/Burgoyne	SPARTRAC†	Next-day turnaround software system; gathers info. on in-store conditions for use by local salespeople	640K (hard disk)	$15,000	IBM PC AT & up, math co-processor, EGA color monitor, DOS 3.1 +	All DOS-based NetBIOS compatible	70/1984
Tronsoft Inc.	Profit Center†	Financial analysis program; helps companies by focusing on real/fixed costs of doing business; uses real-time graphing & break-even analysis; forecasts with or without complete information **15, 21**	218K	$1,495	Mac + & up, MOS 6.0 +	No	1,000 + / 1989
Winsight Inc.	Anticipating Emerging Problems	Scans recent news, events, circumstances to pinpoint those that could raise problems in the future	256K	$249 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
Zone 1 Inc.	Hyper-XCall	Software program using FORTRAN subroutines compiled with MacFORTRAN; program creates market models & simulations for analysis	1MB	$99	Mac + , SE, II, MOS 4.1	AppleTalk	5,000 + / 1989
SALES & MARKETING 25							
Advanced Marketing Systems Corp.	CAS: Computer Aided Selling†	Customized marketing & sales automation/relationship management for medium/large cos.; account/territory management as well as forecasting abilities **1, 11, 12, 27, 32, 33**	640K (hard disk)	$30,000 +	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible; UNIX	95 + / 1984
Applied Econometrics	MICROMOST†	Automates sales & marketing functions; call tracker, tickler file, account data, call reports, data conversion services available	640K (hard disk)	$2,495 +	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	50/1988
August Corp.	FrontLine	Sales & marketing system for local area networks; tracks sales/marketing/technical support, import/export functions	640K	$5,000 (MU)	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	152/1989

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
B & B Systems	B & B SaleLead	Letter, report & marketing information system; sorting/selecting capabilities	640K (hard disk)	$199	IBM PC full range; DOS 2.1	All DOS-based NetBIOS compatible	500/1988
Caddylak Systems Inc.	Calendars Unlimited	Calendar program; allows for yearly/monthly/weekly calendars **20**	256K	$49.95	IBM PC full range; DOS 2.0 +	No	1,000 + / 1988
Caddylak Systems Inc.	Letter Library Plus	Software program with collection of pre-written letters	256K	$79	IBM PC full range; DOS 2.0 +	No	1,000 + / 1988
Caddylak Systems Inc.	Words That Sell	Thesaurus on a disk	512K	$49	IBM PC full range; DOS 2.0 +	No	500/1990
Computertime Network Corp.	Sales*Advisor†	Automates sales & marketing; tracks contacts & leads; account level sales forecasting; sales analysis; activity management **1, 7, 12, 24, 27**	640K (hard disk)	$1,500 (SU); $1,500 + (MU)	IBM PC full range; DOS 2.1 + , OS/2, UNIX	All DOS-based NetBIOS compatible	100 + / 1988
Data Systems Support	SIRS (Sales Information Response System)	Multiuser management system for database marketing, telemarketing, account management, customer service & field sales automation. **1, 7, 32**	1MB	$795	IBM PC full range; DOS 3.3 +	Novell	300 + / 1989
1st Desk Systems Inc.	Bridget	Relational database management program for account & prospect lists; relates customer to inquiry under a variety of criteria	1MB (hard disk)	$49.95	Mac full range; any MOS	All Mac compatible	New
Hubbard Development	PLATFORM†	Development & operating environment for total integrated sales & marketing system; mainframe compatability	640K (hard disk)	$300 +	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	1,000 + / 1988
Information Management Consultants Inc.	PURSUIT	Account management system; integrates all departments; user can schedule multiple follow-ups & fully automatic marketing program **1, 12, 32**	640K (hard disk)	$595 (SU); $1,895 (MU)	IBM PC full range; any DOS, UNIX, XENIX	Novell, UNIX, XENIX	500 + / 1989
Information Systems Experts Inc.	SAM†	Modular-based, integrated, portable sales & marketing system runs on local, regional, national & international data & voice networks **12, 17, 24, 32**	640K (hard disk)	$5,000-$25,000	IBM PC full range; any DOS, UNIX	All DOS-based NetBIOS compatible, UNIX	100 + / 1990
Intelligent Information Systems Inc.	IntelliDesk†	Relationship management system for sales & marketing productivity; contact/company capture & profiling; scheduling & reporting; integrated communications; database analysis; import/export function **1,7, 12, 20,28**	640K (hard disk)	$1,000-$15,000	IBM PC full range; UNIX	Novell	25/1989
Inter Active Micro Inc.	Front Office†	Marketing & sales system for prospect & lead tracking, telemarketing, call reporting, job & commission cost tracking, performance evaluation, appointment scheduler **1, 12, 32**	640K (hard disk)	$99 (SU); $595 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	100 + / 1984
Islandview Assoc. Inc.-MGI	MARCUS	Collects, organizes, updates & displays information including leads generated, sales tasks performed & correspondence with each customer & prospect **28**	560K (hard disk)	$500	IBM PC full range; DOS 3.0 +	No	45/1989
Keystone Software Systems	Persistence	Contact software; automates letter writing, phone calling & follow-up scheduling **17, 28**	512K (hard disk)	$149 (SU); $249 (MU)	IBM PC full range; any DOS	Novell	650/1988
Konetix Inc.	The Unspreadsheet	English-language calculator; contains 100 applications for sales & marketing; profit margins, advertising analysis, free-form directory	256K	$49.95	IBM PC full range; DOS 2.0 +	All DOS based NetBIOS compatible	20,000/ 1985
Market Metrics	Supermarket Solutions†	Builds decision systems for retailers, marketers & sales organizations in the packaged goods industry; customized trade areas, demographic data & 70 standard facts for over 30,000 grocery stores in the U.S. **17, 28**	640K (hard disk)	$2,500-$30,000	IBM PC 386 + ; DOS 3.3 +	All DOS-based NetBIOS compatible	150/1986
Marketing Information Systems Inc.	Marketing & Sales Management (MSM)†	Tracks/organizes sales & marketing activities; telemarketing, inside & outside sales/lead management, direct mail, market analysis **5, 12, 15, 28, 32**	640K (hard disk)	$15,000 +	IBM PC full range, any DOS	All DOS-based NetBIOS compatible	350 + / 1982
Merle Systems Inc.	OrderOne	Tracks/enters orders & sales analysis in the language of the sales professional **11**	640K (hard disk)	$3,500 (SU); $6,000 + (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	500 + / 1985
PATHFINDER Advanced Computing Technology Inc.	SelectPro†	Product application selection tool for field/tele sales; on-the-spot product expense & information; training capabilities; supports multimedia product presentations; integrates with other software tools; runs under Windows 3.0 **7,10, 22, 30**	640K (hard disk)	$595-$15,000	IBM PC-AT & up; DOS 3.1 + ; Mac SE & up; any MOS, UNIX	All DOS-based NetBIOS compatible; all Mac compatible	New
Phil Nakata & Assoc.	The Marketing Strategist†	Complete marketing strategy implementation system; lead generation/qualification, segmented fulfillment, domestic/foreign distribution, response tracking & performance analyst. **5, 12**	640K (hard disk)	$1,500	IBM PC full range; any DOS, OS/2	All DOS-based NETBIOS compatible	10/1986
PRO/TEM	NOTEBOOK II†	Text-oriented database manager for sales & marketing management; contains bibliography & converting capabilities	384K (hard disk)	$189	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	6,000 + / 1984
RightNiche Inc.	RightNiche 2.0	Helps develop effective advertising/marketing strategy; works with PageMaker & Persuasion templates to mock up ads & slides	1MB	$99	Mac full range; any MOS	No	1,000 + / 1988
Round Lake Publishing	SALES LetterWorks†	300 customizable sales letters covering all aspects of selling from prospecting to closing the sale	256K	$79.95	IBM PC full range; DOS 2.1 + ; Mac + & up; any MOS	No	10,000 + / 1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Sales & Marketing Systems Inc.	SalesCTRL 2	Modular-based system, tracks prospects/customers/markets/activities, personalized form letter/report generator	384K (hard disk)	$795 (SU), $3,195 + (MU)	IBM PC full range, DOS 2.1 +	All DOS-based NetBIOS compatible	4,500/ 1986
SALESPRO Int'l	Sales Producer	Comprehensive sales automation solution, contact/correspondence/sales cycle management capabilities	640K	$495 (SU), $1,495 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	800 + / 1985
SALESPRO Int'l	Sales Producer Banking	Especially for the banking professional, personal/team organizational & sales management software program, enhances relationship management process	640K	$1,295 (SU), $2,495 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	20/1989
SALESPRO Int'l	Sales Producer Plus	Same as the Sales Producer program but with sales order entry & expense reporting capabilities	640K	$695 (SU), $1,695 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	1,200 + / 1985
SBT Corp.	SBT Corporate Contact Manager 6.35	Contact management system for sales, telemarketing, prospect tracking, public relations, contact tracking & custom collections	2-3MB (hard disk)	$1,395 (MU)	IBM PC full range, any DOS, Mac full range, any MOS, UNIX, XENIX	All DOS-based NetBIOS compatible	10/1989
Scott Computing Systems	Scott Customer Manager†	Software for account data management, lead/prospect tracking, call reporting, contact records, user-defined customer profiles **5, 12**	640K (hard disk)	$995	IBM PC full range, DOS 3.3 + , OS/2	All DOS-based NetBIOS compatible	600 + / 1980
Slattery Software	Minute Quotes	Prints price quotes, calculates prices, discounts, commissions, net profits, etc; can be used to do "what-ifs" **7, 21, 24, 32**	512K	$495	IBM PC full range; DOS 2.1 +	No	1,000 + / 1987
Software of the Future Inc.	MarketForce Plus 5.0	Software for company-wide sales & marketing automation, field sales client management, inbound/outbound telemarketing, follow-up correspondence, direct mail marketing, management reports **5, 7, 32**	640K	$695 (SU), $2,495 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	20,000 + / 1985
System Vision Corp.	Sales Vision	Establishes control over sales & marketing activities, provides market/prospect/customer information, improves sales force productivity **12, 28, 29, 32**	640K (hard disk)	$495 (SU), $1,995 (MU)	IBM PC full range, any DOS	All DOS-based NetBIOS compatible	3,000/ 1984
Tronsoft Inc.	Capital Ideas†	Complete detailed databases of over 900 venture capital companies in U.S. & Canada, generates qualified leads **12**	800K	$695	IBM PC full range; DOS 3.0 + , Mac + & up, MOS 6.0 +	No	1,000 + / 1989
Tronsoft Inc.	Franchise Finder†	Complete detailed databases of over 500 franchise companies in U.S. & Canada, qualifies leads by industry & other criteria **12, 16**	248K	$99	IBM PC full range; any DOS, Mac full range, MOS 4.1 +	No	1,000 + / 1988
U.S. Data On Demand Inc.	Perspective	Database for small/medium-sized companies, strategic planning, sales analysis, market projections	640K (IBM needs Lotus), 1MB (Mac)	$89.95	IBM PC full range; any DOS, Mac + & up, any MOS	All DOS-based NetBIOS compatible, all Mac compatible	New
Winsight Inc.	Developing a Selling Argument	Helps relate offerings to your prospects' interests, isolates/refines powerful selling angles **18**	256K (hard disk)	$249 (SU), MU discount	IBM PC full range, DOS 2.1 +	No	1,000 + / 1988
Xcelsoft Inc.	Omni Track	Software program featuring: RFQ/quote printing & tracking, prospect/lead/sample tracking, contact management, direct mail, mail merge	640K (hard disk)	$695	IBM PC full range, any DOS	All DOS-based NetBIOS compatible	50/1990
SALES & MARKETING ANALYSIS 26							
Market Statistics	MapInfo: STARmanager†	Analyzes information & sales data for any geography in U.S., including your own sales territories or future sites & then easily manipulates them geographically; results can be displayed on a screen, map, or spreadsheet; geographic data modules range from national/state to zip codes/streets, etc. **13, 15**	640K (hard disk)	$600 $50,000	IBM PC-AT & up, DOS 3.3	All DOS-based NetBIOS compatible	100 + / 1987
Market Statistics	YMC: Your Marketing Consultant-Consumer†	Thirty-nine consumer variables (menu-driven demographic, economic & retail fields) for all counties, metros, ADIs, DMAs, or your sales territory; sets sales goals, measures market performance **15, 29**	512K (hard disk)	$1,050	IBM PC full range; DOS 2.1 +	No	300 + / 1985
Market Statistics	YMC-BTB: Your Marketing Consultant-Business-to-Business†	Thirty-nine business-to-business variables (commercial/industrial fields) for all counties, metros, ADIs, DMAs, or your sales territory, sets sales goals, measures market performance **15, 29**	512K (hard disk)	$1,050	IBM PC full range; DOS 2.1 +	No	100 + / 1985
SALES FORECASTING 27							
Applied Decision Systems	SIBYL	Research tool, 18 distinct time series forecasting techniques **31**	384K	$495	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	800 + / 1984
Applied Decision Technology	Wisard Commercial Forecaster 3.0†	Allows bench processing of many items in a single run via ASCII file input/output. Application can be interfaced with existing sales history database to produce forecasts of future sales, etc.	512K (hard disk)	$3,000	IBM PC full range; DOS 2.1 +	No	70 + / 1986
Business Forecast Systems	ForeCALC†	Forecasting for Lotus 1-2-3. Uses Lotus base to establish variables; also works with symphony; automatically generates forecasts; background in statistical forecasting	512K (needs Lotus)	$149 (SU), MU discount	IBM PC full range; OS/2	No	500/1989
Business Forecast Systems	Forecast Master PLUS	Time-series forecasting program; techniques include: exponential smoothing, Box-Jenkins, state space, dynamic regression & advanced regression models.	640K (hard disk)	$695 (SU), MU discount	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	1,000 + / 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Business Forecast Systems	Forecast Pro†	Complete stand-alone package, built-in expert system that analyzes data, recommends the appropriate technique & creates forecast for you	512K	$495	IBM PC full range, math co-processor; DOS 2.0 +	No	25,000 + / 1987
Concurrent Technologies	Probe-PC	Statistical analysis & forecasting program; time series; direct link to many databases modules available **31**	384K (hard disk)	$1,600 +	IBM PC full range; DOS 2.0 +	Novell, StarLAN	1,800 + / 1985
Decisioneering Inc.	Crystal Ball	Forecasting program uses "Monte Carlo" simulation to graphically illustrate the entire range of results for a particular situation; built-in spreadsheets	1MB (hard disk)	$395	Mac + & up; MOS 5.0 +	All Mac compatible	1,000 + / 1988
JIAN	Operations Integrator†	Tests the financial impact of various manufacturing conditions on sales forecasts; identifies the best possible way to cut labor/inventory costs **21, 29**	512K or 1MB (needs Lotus)	$99	IBM PC full range; any DOS; Mac + & up; any MOS	No	500 + / 1989
Lotus Development Corp.	Lotus Improv 1.0	Spreadsheet specifically for the NeXT computer; enables users to view info.; uses English formulas; creates presentations using data, text, graphics, & images **9, 26, 30**	8MB (hard disk)	$695	NeXTstation, NeXTstep 2.0	NeXT Network products	New
MarketWorks Inc.	Sales Forecaster	Produces three types of sales forecasts without Lotus 1-2-3: most likely, expected value & risk analysis	256K	$349	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	1,000 + / 1988
Palo Alto Software	Sales & Market Forecasting Toolkit†	Real-world sales forecasting using leading spreadsheets & a choice of methodologies from market share to whole market penetration, etc.	384K (needs Lotus)	$149.95	IBM PC full range; any DOS; Mac full range, any DOS	All DOS-based NetBIOS compatible; all Mac compatible	6,000/ 1990
Pizzano & Co. Inc.	Geneva Financial Forecasting†	Forecasting system; enables users to make accurate business projections **27, 28, 29**	2MB	$495	IBM PC-AT & up; DOS 3.3 +	All DOS-based NetBIOS compatible	New
Pizzano & Co. Inc.	Geneva Statistical Forecasting†	Expert statistical forecasting system; selects best fit method for any data; runs under Lotus 1-2-3	2MB (needs Lotus)	$495	IBM PC-AT & up; DOS 3.0 +	No	New
Pizzano & Co. Inc.	Time Series Forecaster Professional Edition†	Expert system for sales forecasting, budgeting, production & distribution requirements planning, sales quota development, etc. **22**	640K (hard disk)	$17,500 (SU); $30,000 + (MU)	IBM PC-AT & up; DOS 3.3 +	Novell	60 + / 1988
Resource N Inc.	Plans 'n Totals†	Forecasting tool that doesn't need a spreadsheet for budgeting, forecasting, financial & operational analysis	512K	$99-$199	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	50,000/ 1984
The Sachs Group	THE MARKET PLANNER 1.4	Customized, integrated system: forecasting, database management, cross-tabulation, mapping, graphing, communications; esp. for medical sales reps/managers	640K (hard disk)	$50,000	PS/2, DOS 3.0 +	Novell	260/1986
Scientific Computing Assoc. Inc.	PC-UTS	Forecasting & time-series analysis using Box-Jenkins methodology, multiple regression; statistical functions **31**	640K (hard disk)	$745	IBM PC full range; DOS 2.1 + ; Mac II series, any MOS	No	800 + / 1983
SmartSoftware Inc.	SmartForecasts II 2.15†	Forecasting tool for sales/marketing managers with expert system graphics & data analysis; projects sales, demand, costs, revenues; time-series analysis, multivariate regression	256K (hard disk)	$495	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	4,000 + / 1984
SmartSoftware Inc.	SmartForecasts II BATCH/300 Edition	Forecasts up to 25 standard files at a time or 1 large file with up to 300 items; combines automatic forecasting capabilites with Batch processing of sales product demand, etc.	512K	$2,495	IBM PC-AT & up; DOS 2.1 +	All DOS-based NetBIOS compatible	Under 1,000/ 1984
SmartSoftware Inc.	SmartForecasts II BATCH/300 Processing Edition	Batch processing for large forecasting jobs; handles unlimited data files, reads/writes ASCII, DIF, Lotus, Symphony; time-series analysis; multivariate regression	512K (hard disk)	$5,000	IBM PC-AT & up; DOS 2.1 +	All DOS-based NetBIOS compatible	Under 1,000/ 1988
Symantec Corp.	The Budget Express	Tailors Lotus 1-2-3 for forecasts & other planning applications **24**	64K (needs Lotus)	$149	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	12,000 + / 1989
Westchester Distribution Systems	WDS 4CAST†	Complete seasonal, promotional & cycle sales forecasting system; automatically generates manageable sales forecasts for thousands of items	250K	$7,000	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	New
SALES MANAGEMENT 28							
American Data Inc.	ADS Sales Manager†	Sales tracking & contact management system; distinguishes between customer & marketing files; report/label generator	640K (hard disk)	$350	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	25 + / 1988
Aurum Software	Sales Management System	Sales automation program for entire sales process; prospect lists, contact information, account activities, price lists, quotes & forecasting	4MB (hard disk)	$15,000 + (MU)	IBM PC full range; UNIX	UNIX	45/1989
Bits & Bytes Inc.	Sales Manager's Companion	Tool for sales manager; tracks sales/territories/ salespeople's quotas; automated sales functions for small businesses including interaction with inventory & other data in other systems	640K	$199 (SU); $1,500 (MU)	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	6,000 + / 1987
Breakthrough Productions	Market Master for Macintosh-Personal Version†	Same as Market Master Manager 3.0 but also updates files automatically.	1MB (hard disk)	$395	Mac full range, any MOS	No	12,000/ 1986
Breakthrough Productions	Market Master Manager 3.0†	Strategy-driven market manager: assigns leads based on territory, automatic follow-up; groups calls by rep; analyzes results. **1, 7, 12, 24, 32**	1MB (hard disk)	$595 (4 users); $1,995 (unlimited users)	Mac full range; any MOS	All Mac compatible	12,000/ 1986
Brock Control Systems Inc.	Brock Activity Manager Series (BAM)	Multiuser system that automates/supports database marketing, telemarketing, sales account management, marketing information; mainframe compatability. **1, 11, 12, 22, 32**	4MB (hard disk)	$1,500-$2,800	IBM PC-AT & up; any DOS, UNIX	UNIX	8,000 + / 1986

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Commercial Data Systems Corp.	TeleCall A/B/C†	Integrated package for salespeople selling to individual clients or to businesses. **32**	2MBK (hard disk)	$2,500-$30,000 +	IBM PC-386 + ; UNIX; XENIX	No	100 + / 1988
Computer Solutions & Development Inc.	EB3'S	Bulletin-board system consiructed on any subject; promotes retrieval of information within short amounts of on-line time. **20**	640K (hard disk)	$180 per yr.	IBM PC full range; any DOS	Novell	New
Contact Software Int'l	ACT! 2.0	Word processing, telemarketing & time management for salespeople/managers; organizes daily business activities. **7, 20, 25, 32, 36**	640K (hard disk)	$395	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	250,000/ 1987
Contact Software Int'l	MERGE/CONVERT!	Merges files & data from other software packages without overriding or duplicating. **16**	256K	$295	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	25,000/ 1990
Datanetics	dataPLAN†	Multiuser, 3-dimensional spreadsheet, has look/feel of most DOS spreadsheets	512K	$425 (SU), $2,870 (MU)	IBM PC full range; SuperDOS	SuperDOS	30 + / 1990
Dilworth Software Inc.	Instant-Office†	Contact, task, time fax, mail & information management system. **20, 17**	192K	$295 (SU), $795 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	4,300/ 1985
Disk-Count Software Inc.	BCIM-Business Contact & Information Manager†	Full-features contact manager, allows effective communication with an unlimited number of contacts; allows the transfer of schedule/phone information to palmtops such as the HP95LX & Sharp Wizard. **1**	512K	$69.95	IBM PC full range; DOS 2.1 +	No	10,000 + / 1990
Disk-Count Software Inc.	BCIM for Windows†	Same as the BCIM product but runs under Windows 3.0. **1**	640K	$99.95	IBM PC-AT & up; DOS 3.1 +	No	New
Disk-Count Software Inc.	EIGHTY/20 Advanced†	Same as the BCIM program but includes more user-definable fields, expense tracking, telemarketing/survey scripts, mass updates of client history & schedules, import data from other programs & enhanced search capability. **1, 32**	640K (hard disk)	$395 (SU), $1,295 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	4,500/ 1987
Disk-Count Software Inc.	EIGHTY/20 Professional†	Same as the BCIM program but includes even more user-definable fields, the ability to share contact/schedule/history info. with other users & customizable schedule/history/contact reports; can also be set to run as a TSR (memory resident). **1, 32**	450K (hard disk)	$595 (SU), $1,595 + (MU)	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	New
Droege Computing Services Inc.	Sell More Software	Facilitates the marketing, sales & administrative duties of computer/consulting businesses	640K	$5-$100	IBM PC full range; DOS 3.1 +	All DOS based NetBIOS compatible	15 + / 1989
ELAN Software Corp.	GoldMine 2.0--Advanced Contact Management Software	Sales force automation system, maintains details on clients including calendar, history & notes. **17, 20**	640K	$295 (SU), $695 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	5,000/ 1988
Endpoint Marketing Information Systems	LEADS!†	Automates distribution of leads to & from field reps/offices & provides follow-up management, literature fulfillment, mail-merge printing, reporting; for individual salespeople or multilevel organizations.	1MB (hard disk)	$595-$1,795, MU discount	Mac Classic & up; any MOS	All Mac compatible	100 + / 1990
Evergreen Ventures	The Sales Associate	Sales package for managers & salespeople; report/letter writer; customer prospect list; sales strategy & forecasting, direct marketing. **5, 27**	384K	$79.95	IBM PC full range; DOS 2.0 +	No	300/1987
Experience in Software	The Art of Negotiating	Negotiation preparation & training for closing the sale; plans scenarios & produces reports on all aspects of sale	256K	$195	IBM PC full range; DOS 2.0 +	No	7,500/ 1984
Frend-Link	Fase/PS	Designs & implements sales strategies, monitors progress in sales cycle, assists in adjusting to unexpected developments	640K	$1,395	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	New
Gallagher Systems	InSync	Integrates calendar, scheduling, tickler, client/account info., calculator, word processor, report generator	640K (hard disk)	$349 +	IBM full range; DOS 3.1	All DOS-based NetBIOS compatible	1,000 + / 1990
GE Information Services	Sales Marketing Communications System	Integrated sales/marketing system; local territory management, call reporting, order entry, sales forecasting, databases & bulletin boards; E-mail & systems integration. **1, 6, 11, 12, 33**	640K (hard disk)	$1,000-$2,000	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	2,500/ 1990
HI-TEK Computer Products Corp.	Sales Prospecting Marketing Management System	Productivity tool: call-tracking, appointment scheduling, profiling, market analysis; lead/prospect tracking. **12, 15**	640K (hard disk)	$995 (SU), $1,495 + (MU)	IBM PC full range, Motorola 68000 + , DOS 2.2 + , UNIX	All DOS-based NetBIOS compatible, UNIX, XENIX	500 + / 1988
Hugh Carver Group Inc.	SaleStation†	Library of complete sales & marketing management programs; integration capabilities. Modular: word processing, call reporting, inventory, E-mail. **6, 11, 12, 36**	640K	$300-$1,000	IBM PC full range; DOS 3.0	Novell	30/1986
Information Resources Inc.	Sales Management System†	Territory & brand management system for sales & marketing managers; contains over 150 reports relating to quota performance, product movement, current sales compared to previous sales & distribution issues	640K	$50,000-$150,000	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	15/1988
Information Retrieval Methods Inc.	ENTER/Face†	Modular-based development, management & communications system for hand-held terminal data collection; customized development of sales & marketing applications. **7, 11, 22, 33**	IMB (hard disk)	$2,495	IBM PC full range; DOS 3.3 +	No	30/1989

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Information Science Assoc.	System Quote Sales Management System†	Artificial intelligence system to help in the quotation/proposal process: includes quotation & proposal planning & tracking. Quotation analysis, note taking, import/export; exclusive Ingram Micro technical information database & weekly product/price update schedule included.	640K	$1,695	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	500 + / 1986
Logic Design Corp.	Sales Management System†	Telemarketing, lead tracking, form-letter generation, customized order entry, inventory, general ledger, accounts payable; mainframe compatability.	2.5MB (hard disk)	$2,495 (SU), $15,000 + (MU)	IBM PC full range; any DOS, UNIX	All DOS-based NetBIOS compatible, UNIX	15/1989
Market Power Inc. Computer Innovations	MATRIX Information Technology†	Creates sales forecasts, market analyses, reports, calendars, appointment schedules, to-do lists, direct mail applications; bar menus eliminate most typing. **1, 24, 25, 26, 27**	520K-640K (hard disk)	$1,000 (SU), $1,000 + (MU)	IBM PC full range; DOS 3.0	LAN, Novell, 3Com	50 + / 1989
Market Power Inc. Computer Innovations	SALES MANAGER 5.62†	Customer/prospect tracking, tickler files, reports, appointment schedules, sales transaction analysis, expense tracking, to-do lists, word processor. **26**	320K	$795-$1,995	IBM PC full range; DOS 2.0 +	LAN, Novell, 3Com	3,000 + / 1984
Market Power Inc. Computer Innovations	SALES WIZARD 5.62†	For individual or field sales reps; customer/prospect tracking & history; direct mail, mail merge; integrated word processor with calendar, calculator. **25**	320K	$795-$1,995	IBM PC full range; any DOS	No	1,000 + / 1987
MarketPlus Software	LeadMaster Sales Lead Management System†	Lead processing system for sales & marketing managers; assigns leads to salespeople via zip code; generates letters/reports, mailing functions, telecommunications capability. **12**	640K (hard disk)	$295 +	IBM PC full range; DOS 2.1 +	No	100 + / 1989
Marketrieve Company Inc.	marketrieve PLUS†	Lead tracking program esp. for multiple contacts at same co.; market analysis; forecasting; direct marketing; telemarketing, mainframe compatability. **5, 12, 15, 32**	640K (hard disk)	$1,995 +	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	600 + / 1987
National Management Systems	Sales Manager's Workstation†	Customizable tool for national sales organizations; sales productivity, call history reporting, management reports, mainframe compatability, cross-tabulation module. **12, 32, 33**	640K (hard disk)	$1,000 +	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	7,000 + / 1983
Orderit!	Sales Kit†	Data-driven through modem package for salespeople; order status, inventory tracking, account/territory management. **1, 7, 32**	400K	$25,000	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	1,000 + / 1989
Pendragon Technology Inc.	Sales Book†	Sales management tool in electronic book format with pages, tabs & chapters. **1, 7, 12, 17, 20**	2MB (hard disk)	$10,000-$50,000	IBM PC full range; any DOS; Mac full range; any MOS, UNIX	Novell	New
Prism Systems Inc.	Prism Sales Focus 2.0†	Integrated modular system: lead tracking, direct mail, telemarketing, call reports, sales/promotion analysis, multilevel sales management. **1, 5, 12, 32**	512K (hard disk)	$3,995 (SU), $5,995 (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible	50/1989
Profit Management Systems	Outcome	Field sales/marketing system with lead tracking, account/territory management, sales strategy & forecasting, sales activity & shared customer/competitor profiles. **1, 7, 12, 27, 33**	512K	$500-$1,500	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	2,500 + / 1987
R.J. Davey & Co.	Sales Management & Referral Tracking†	Completely customized system for sales strategies, cross-selling, etc.	512K	$249.95 (SU), $549.95 (MU)	IBM PC full range; DOS 3.1 +	Novell	50/1989
RAVIS	mSOFT	System combining salespeople/AE tracking, contact management, RFQ, standard & custom quotes, orders, pricing, forecasting, auto-dialer, letters/scheduling/labels/report writer, calculator, calendar, notes & import/export file. **1, 7**	512K (hard disk)	$297 (SU), $695 (MU)	IBM PC full range; DOS 3.0 +	Novell	150/1990
RealWorld Corp.	Sales Management Solutions 6.0†	Allows sales managers to track income, revenue & variances in order to analyze sales performance; generates lists of leads/prospects/customers, etc.	640K (hard disk)	$695 (SU), $1,295 (MU)	IBM-AT & up; Altos, XENIX, UNIX V	Novell, Alloy	300,000 +/ 1989
Remedy Software	Sales Manager	Sales management program that evaluates a salesperson's aptitude and personality.	512K	$79	IBM PC full range; any DOS	No	100/1989
RJL Systems	Mr. Quartermaster Sales	Sales reporting system generates sales reports by product & customer; optional modules available. **22**	256K	$79	IBM PC full range; DOS 2.0 +	No	100 + / 1985
Sales & Marketing Systems Inc.	OrderCTRL†	Order entry & invoicing system; works with the SalesCTRL2 system. **11**	384K (hard disk)	$595 (SU); $1,995 (MU)	IBM PC full range	All DOS-based NetBIOS compatible	100/1990
Sales & Marketing Systems Inc.	ServiceCTRL†	Service management, problem history/diagnosis system; works with the SalesCTRL2 system.	384K (hard disk)	$595 (SU); $1,995 (MU)	IBM PC full range; DOS 2.1 +	ALL DOS-based NetBIOS compatible	100/1990
SaleMaker Corp.	SaleMaker	Business-to-business-based sales management software; marketing management, automatic fulfillment, telephone sales, planning, reporting; quotation generation; mainframe compatability. **17, 32**	2-4MB (hard disk)	$1,295 (SU), $8,000-$50,000 (MU)	IBM PC-AT & up; DOS 3.0 +, OS/2, UNIX; Mac + & up; any MOS	All DOS-based NetBIOS compatible; all Mac compatible	250/1988

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
SalesFacs Inc.	SalesFacs Prospector	Account & contact management system for business-to-business marketers who sell to industrial & construction companies; lead tracking, potential analysis, quotation tracking, direct mail, personal correspondence. **1, 5, 7**	640K (hard disk)	$950	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	156 + / 1987
The Salinon Corp.	SALLYFORTH†	Multilevel marketing information system provides/manages historical sales, forecasting, budgets, esp. for managing multiple sales territories; predesigned reports; telemarketing functions; auto-dialer/tickler.	640K (hard disk)	$125,000 +	IBM PC-AT & up; any DOS	All DOS-based NetBIOS compatible	3/1989
Salmon Systems	The Salmon Sales Management System†	For sales managers & reps: activity/productivity reports, account/call history, follow-ups, analysis, word processing, telemarketing. **1, 32**	640K (hard disk)	$2,000-$5,000 (SU); $4,000-$9,000 (MU)	IBM PC-AT & up; DOS 3.1 +	All DOS-based NetBIOS compatible	375 + / 1985
SAS Institute Inc.	SAS System†	Information-delivery system; data-entry retrieval & management; report writing & presentation graphics, statistics & mathematical analysis, business planning; forecasting, decision support; operations research. **1, 9, 30, 31**	640K (hard disk)	$595 +	IBM PC-AT & up; DOS 3.0, OS/2	All DOS-based NetBIOS compatible	8,000 + / 1986
Simple Software Int'l	The Complete Sales Manager	Integrated retail point-of-sale & wholesale/distribution management system; automates paper trail, tracks quotations/proposals, generates & tracks sales/purchase orders.	640K (hard drive)	$1,495 (SU); $2,495 (MU)	IBM PC full range; any DOS	Novell, LANtastic, MainLAN	New
Simple Software Int'l	Simple Point-Of-Sale	Entry-level retail/wholesale point-of-sale package; provides integrated inventory & invoice tracking; handles cash, credit & check sales, purchases, sales returns & inventory item updates; generates reports.	640K (hard disk)	$195	IBM PC full range; any DOS	Novell, LANtastic, MainLAN	New
Simple Software Int'l	Simple Sales Manager	Integrated inventory & invoice tracking system with purchase & sales order capability.	640K (hard disk)	$595 (SU); $1,195 (MU)	IBM PC full range; any DOS	Novell LANtastic, MainLAN	New
Solar Additions Inc.	Prospect Management System†	Custom-developed for client's specifications on sales forecasting, sales management applications, lead tracking & inquiry assessment. **11, 12, 27**	1MB	$1,500 +	IBM PC full range, any DOS; Mac full range; any MOS	All DOS-based NetBIOS compatible; all Mac compatible	200 + / 1983
Spaulding Software Inc.	OpRep†	Lotus 1-2-3 companion tracks sales, fiscal calendar, spreadsheet-like reporting.	384K (needs Lotus)	$395	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	100 + / 1984
Sysmark Information Systems Inc.	The Professional Sales Manager†	Determines purchasing trends, evaluates advertising & automates direct mail; lead tracking, telemarketing, marketing planning; developed using 4GL application development system; utilizes PICK & RDBMS. Price includes 4GL & source code to the application. **5, 12, 25, 32**	640K (hard disk)	$6,995	IBM PC full range, PICK	No	1/1988
Syzygy Development Inc.	Syzygy	Operates over LAN giving managers the status of projects, salespeople; GANTT charts, to-do lists.	512K (hard disk)	$395 (SU); $695 + (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	200 + / 1988
Target Microsystems Inc.	RIFLESHOT†	Sales force automation system with account management, call scheduling, database marketing, direct mail, prospect tracking, profiling & telemarketing functions. **1, 5, 25, 32**	640K (hard disk)	$495 (SU); $1,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	70 + / 1988
TeleVell Inc.	TeleSell-Sales Manager Module†	Develops strategies, identifies trends, forecasts sales by product/customer/rep/territory/division, fully customizable reports; Sales Person module & Advertising Manager module available, as well as 4 others. **2, 12, 27, 32**	640K (hard disk)	$495 (SU); $1,995 + (MU)	IBM PC full range, DOS 3.0 +	All DOS-based NetBIOS compatible	1,000 + / 1985
Trendware Corp.	TRENDWARE CLIENT†	Customizable client/sales management system tracks customers, contacts, business/financial data, pop-up windows.	2MB	$195	Mac +, SE, II, any MOS	All Mac compatible	750/1987
User-Friendly Software Inc.	Tracking 2.0	Contact management program; tracks customers/prospects/suspects; gives instant display of information. **12**	640K	$24.95 (SU); $34.95 (MU)	IBM PC full range; DOS 3.3 +	Novell	New
User Intelligent Technologies Inc.	LeadStalker PLUS	Sales productivity package; offers customized sales prospecting databases.	640K	$295	IBM PC full range; DOS 3.0 +	No	100/1989
Wedge Marketing Communications	Incentive Tracker†	Tracks & reports performance of promotions as a whole/by different participants, report generator, shows performance/goals by month; fulfillment functions. **2**	640K (hard disk)	$975	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	New
Winsight Inc.	Sales Management Package	Five programs that identify opportunities, develop selling arguments & produce methods that build & sustain a growth trend. **1, 20, 22, 25, 29**	256K (hard disk)	$595 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	New
XYZT Computer Dimensions Inc.	Sales Force Information Manager (SFIM)†	Complete selling & account management package that works with your forms & procedures; implements sales strategies, builds customer relationships; modular system. **1, 7, 11, 12, 33**	512K (hard disk)	$795 (SU); $1,500 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	100/1990
ZS Assoc.	EVALUMAP†	Customized software for sales managers to evaluate the performance of sales reps; integrated approach to performance evaluation & sales analysis; graphs/charts. **31**	640K (hard disk)	$30,000 +	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	10 + / 1985

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
SALES PLANNING 29							
Experience in Software	The Idea Generator Plus	Brainstorming tool; develops ideas & solutions to problems in marketing & sales planning.	256K	$195	IBM PC full range; DOS 2.0 +	No	15,000/ 1985
Expert Technologies Corp.	Business Development Expert†	Program that guides/documents business decisions; saves time. **28**	256K	$99.50	IBM PC full range; DOS 2.0 +	No	1,000/ 1990
Expert Technologies Corp.	Business Plan Expert (BPE)†	Step-by-step structure for analyzing products/services, clients/companies, marketing strategies, productions/operations that produce a written business plan	256K	$195	IBM PC full range; DOS 2.0 +	No	2,000 + / 1988
Management Advisory Services	MAPS: Management Analysis & Planning System†	Long-range planning & diagnostic package prepares forecasts by default or specific assumptions.	640K (hard disk; needs Lotus)	$695 +	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	4,000/ 1986
The Software Butler	Building Business Plans†	Creates complete business plans involving products, markets & implementation; program for either service or manufacturing cos. **18**	640K	$199	IBM PC full range; DOS 3.0 + ; Mac full range; any MOS	No	1,000 + / 1985
Tactics Int'l Ltd. Inc.	TACTICIAN	Mapping software; provides access to corporate data; links to sophisticated analytical tools; sales & marketing functions. **14, 25**	8MB	$2,495 +	Mac II & up; any MOS	No	500 + / 1990
Tactics Spa Inc.	REPS (Resource Evaluation for Sales Force)	Quickly assess the effects of plans/changes to improve sales force resourcing & customer service; play "what if" games without real-world risks. **28**	512K	$95	IBM PC full range; any DOS, OS/2	No	100 + / 1986
Tactics Spa Inc.	TRS (Territory Rationalization System)†	System that optimizes rep location & territory allocation; links to mapping software. **33**	640K-4MB	$499-$10,000	IBM PC full range; any DOS, OS/2, Mac full range, any MOS	No	Under 100/1986
Winsight Inc.	Making It Happen Your Way	Enhances sales rep's ability to both set personal goals & achieve them.	256K (hard disk)	$249 (SU), MU discount	IBM PC full range; DOS 2.1 +	No	100 + / 1990
SALES PRESENTATIONS 30							
Advanced Graphics Software	SlideWrite Presenter	Screenshow utility program; creates presentation charts & graphs; page wipes, timed pauses, scrolls; imports color PCx files; screen capture. **9**	390K	$99	IBM PC full range; EGA/VGA card; DOS 2.0 +	All DOS-based NetBIOS compatible	5,000/ 1990
Aldus Corp.	Aldus Persuasion	Desktop presentation tool kit with drawing, charting; B&W or color overheads, 35mm slides, speaker notes, word processing. **9**	1MB (hard disk)	$495	Mac + , SE, SE30, II, IICX; any MOS	No	500,000 + / 1988
Aldus Corp.	Aldus Persuasion for Windows	Same as the Aldus Persuasion program but runs under Windows 3.0. **9**	1MB (hard disk)	$495	IBM PC-AT & up; DOS 3.1 +	No	New
American Intelliware Corp.	Storyboarder†	Desktop publishing, drawing, artificial intelligence, multimedia split-screen capability, digitized image animation. **9**	1MB	$495	Mac + , SE, SE30, II, IICX; any MOS	AppleShare	2.5 million/ 1984
Ashton-Tate Corp.	APPLAUSE II 1.5	Charting (46 types), drawing, electronic slide show, graphics; WYSIWYG preview in B/W or color. **3, 9**	512K	$495	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	500,000 + / 1989
Brightbill-Roberts & Co.	Show Partner/FX 3.5	Produces self-running shows using partial screen, other advanced effects & graphics; palette shifting, animated objects, GX2 format from Lotus Freelance; unlimited distribution rights. **9**	384K	$395	IBM PC full range; any DOS	No	15,000/ 1990
Caddylak Systems Inc.	Great Presentations	Graphics & illustration, text & business charts, free-form drawings, slide-show presentations with animation & interaction	256K	$109	IBM PC full range; DOS 2.1 +	No	3,200/ 1987
Computer Assoc. Int'l Inc.	CA-Cricket Presents 1.4	Integrated desktop presentation software; includes tools to organize information, create visuals with tables/charts/graphics; produces full-color overhead transparencies & 35mm slides. **9, 36**	1MB (hard disk)	$199	Mac + , SE, II, MOS 6.0 +	No	5,000 + / 1986
Computer Assoc. Int'l. Inc.	CA-Cricket Presents 1.4 for Windows	Same as the CA-Cricket Presents 1.4 program but runs under Windows 3.0. **9, 36**	1MB (hard disk)	$199	IBM PC-AT & up; DOS 3.3 +	No	New
Computer Innovations	Branch-Out†	Personalized sales management tool; creates custom presentations; references pricing information; lead tracking/call reporting. **12, 21**	512K	$895	IBM PC full range; any DOS, UNIX	No	45/1989
Computer Solutions Inc.	Presentation Passport†	Keeps track of info. of speeches: background research, key words, visual clues, etc.	1MB (hard disk)	$89	Mac + , SE, II line; MOS	No	300/1990
General Parametrics	PictureIt	Presentation package with charts, graphs, diagrams, animation, fully scaled fonts. **3, 9**	512K (hard disk)	$495	IBM PC full range, VideoShow; any DOS	No	25,000/ 1984
General Parametrics	PictureIt for Windows	Same as the PictureIt program but runs under Windows 3.0	512K (hard disk)	$495	IBM PC full range; DOS 3.1 +	No	New
Hyper Graphics Corp.	HotAUTHOR†	Uses text, graphics, animation to illustrate a product or marketing concept; interactive Q&A capabilities. **9, 10**	256K (hard disk)	$2,500 +	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	100 + / 1986
Hyper Graphics Corp.	StoryBOOK	Uses text, graphics, animation to illustrate a product or marketing concept. **9**	256K	$275	IBM PC full range; DOS 2.0 +	Novell	10/1986

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
IBM Desktop Software	Hollywood	Presentation graphics system, creates hard copy transparencies, slides, on-screen presentation; runs under Windows 3.0. **9**	1.6MB (hard disk)	$495	IBM PC-AT & up, PS/2, DOS 3.3 +	No	New
IBM Desktop Software	Storyboard Live!	Multimedia tool, motion video & enhanced presentation capabilities. **9**	640K (hard disk)	$495	IBM PC full range, DOS 3.3 +	No	10,000 + / 1990
Informatics Group Inc.	Act III Authoring System 2.0†	Esp. for non-programmers to generate courseware or disk-based presentations incorporating graphics, sounds (text to speech), animations, branching, interactive text. **9**	640K (hard disk)	$495 (SU); $2,500-$7,500 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	700/1987
InfoTouch Marketing	INFOLYNX†	Interactive multimedia presentation software, binds picture & text; features button-activated presentations that display in full-screen color/B&W with sound.	512K	$495	Mac 512KE & up; any MOS	All Mac compatible	Under 1,000/ 1990
Instaplan Corp.	ShowText†	Makes overhead slides for presentations.	512K (hard disk)	$99	IBM PC full range; DOS 2.1 +	No	50,000 + / 1984
MacroMind Inc.	MacroMind Director 3.0	Creates multimedia presentations, videos, training courseware, simulations; combines animation, graphics, text, colors, music & sound effects.	2MB (hard disk)	$995	Mac +, SE, SE/30, II, IIx; MOS 6.05 +	No	50,000 + / 1989
Management Graphics Inc.	Easy Slider 3.0†	Creates presentations by manipulating information, creating & coloring images/charts/slides without having to re-edit. **9**	512K	$75	Mac full range; MOS 6.4 +	No	300 + / 1990
Owl Int'l Inc.	Guide 2 & 3	Information & presentation system that combines video, text & audio; technical documentation & cross referencing.	1MB (hard disk)	$295-$495 (SU); $95 + (MU)	Mac + & up; any MOS	All Mac compatible	10,000/ 1990
Owl Int'l Inc.	Guide 2 & 3 for Windows	Same as the Guide 2 & 3 program but runs under Windows.	640K (hard disk)	$295-$495 (SU); $95 + (MU)	IBM PC-AT & up, DOS 3.1 +	All DOS-based NetBIOS compatible	New
Owl Int'l Inc.	Guide Video Toolkit	Tool that brings video into guide; point & click interface; works with a DVA 4000 video board; DOS version runs under Windows 3.0. **36**	640K (hard disk)	$295-$495 (SU); $95 + (MU)	IBM PC-AT & up, DOS 3.1 + ; Mac + & up; any MOS	All DOS-based NetBIOS compatible; all Mac compatible	New
PC Software	Executive Picture Show	Full-featured presentation graphics package; includes free-form paint/draw, business graphics, slide show presentations, special effects & viewer interaction. **9**	364K (hard disk)	$245	IBM PC full range, DOS 2.1 +	No	6,000 + / 1985
PictureWare Inc.	PicturePower†	Integrated system incorporates photographic-quality images with text & database. **9**	640K (hard disk)	$1,995-$7,995	IBM PC full range, image-processing board, DOS 3.1 +	All DOS-based NetBIOS compatible	4,000 + / 1985
Profit Planning Group	Beating the Competition	Designed to help salespeople develop cost-justifiable proposals for clients; prints out proposals & visuals. **1**	512K	$1,000 +	IBM PC full range; DOS 2.0 +	No	Under 100/1990
Silicon Beach Software Inc.	SuperCard 1.5†	Multimedia authoring system; creates applications such as interactive training programs & electronic catalogs or hyper-media information management systems. **9**	1-2MB (hard disk)	$299	Mac + & up; MOS 6.04 +	No	25,000 + / 1988
The Software Butler	Presentation Planner†	Generates sales presentations with script & audiovisual support. **9**	384K	$79	IBM PC full range; DOS 3.0 +	No	Under 1,000/ 1985
Software Publishers	Harvard Graphics 3.0†	Integrated graphics program with bullet text, data, bar/line charts, free-hand drawing tools, 300 + symbols; creates slides/reports/documents. **9**	512K (hard disk)	$495	IBM PC-AT & up; DOS 3.0 +	All DOS-based NetBIOS compatible	300,000+/ 1987
Spinnaker Software Corp.	Pinstripe Presenter†	Business presentation/graphics program creates charts, graphs, drawings; 35mm-slide production. **9**	512K (hard disk)	$99.95	IBM PC full range; DOS 2.1 +	No	4,000 + / 1988
VisionBase Inc.	ANIMAX	Full multimedia system; outputs info. to audio, video, television monitors, slides, etc.; charting & graphing functions; animates existing charts/graphs. **3, 9**	640K (hard disk)	$995-$1,495	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible	100 + / 1990
VisionBase Inc.	Zephyr	User-definable pictorial database system; for catalog-based companies.	640K (hard disk)	$995 (SU); $495 per user (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible	100 + / 1990
WordPerfect Corp.	DrawPerfect 1.1	Presentation, graphic & text-handling system; drawing, slides, transparencies, visuals, etc.; comes with 500-image clip-art pack. **9**	384K	$495 (SU); $495 + (MU)	IBM PC full range; DOS 3.0 + ; Mac full range; any MOS	All DOS-based NetBIOS compatible	150,000+/ 1989
STATISTICAL ANALYSIS 31							
Advanced Marketing Institute Inc.	Money Machine†	Computer-assisted dialing software for surveying, market research, lead generation.	640K (hard disk)	$299 (SU); $1,499 (MU)	IBM PC full range; modem; DOS 3.0 +	All DOS-based NetBIOS compatible	15/1989
Cytel Software Corp.	Stat Table	Electronic tables for statisticians & engineers; provides immediate access to the 25 most commonly used statistical distributions.	640K	$19	IBM PC full range; any DOS	No	100/1990
Cytel Software Corp.	StatXact	Computes exact p-values & confidence intervals for small data sets.	640K (hard disk)	$695	IBM PC full range; DOS 2.1 +	No	700/1989
Dynamic Micro Systems	GB-STAT 2.0	Statistical analysis & data management package with fully integrated graphics. **9, 14**	512K	$399.95	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	100,000/ 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
France Int'l Ltd.	GoldSpread Statistical	Lotus 1-2-3 comp. spreadsheet with full range of statistical commands & functions. **16, 27**	512K	$79.95	IBM PC full range; any DOS; MAC +, SE, II line; MOS 4.0 +	No	10,000 + / 1988
Idea Works Inc.	CellBreak 1.0	Spreadsheet support program; overcomes technical limitations in spreadsheets; matches objectives & data types to appropriate statistical/mathematical functions or graphs.	640K	$89	IBM PC full range; VGA monitor; DOS 2.0 +	No	New
Idea Works Inc.	CellBreak 1.0 for Windows	Same as the CellBreak 1.0 program but runs under Windows 3.0.	640K	$89	IBM PC-AT & up; DOS 3.1 +	No	New
Idea Works Inc.	Hyper-Stat 1.0	Electronic dictionary with over 1,900 definitions of statistical, graphical & methodological terms integrated within a hypertext interface.	640K	$100	IBM PC full range; DOS 2.0 +	No	New
Idea Works Inc.	Hyper-Stat 1.0 for Windows	Same as the Hyper-Stat 1.0 program but runs under Windows 3.0.	640K	$100	IBM PC-AT & up; DOS 3.1 +	No	New
Idea Works Inc.	Methodologist's Toolchest	Modular-based decision support system; aids in research design; modules include: Statistical Navigator, Data Collection Selection & Ex-Sample +	640K (hard disk)	$499.95	IBM PC full range; DOS 2.0 +	No	1,100/ 1988
Idea Works Inc.	WhichGraph 1.0	Program that selects appropriate business, statistical graphs & maps from over 100 possible techniques. **9**	640K (hard disk)	$149.95	IBM PC full range; VGA monitor; DOS 2.0 +	No	New
Information Resources Inc.	pcEXPRESS	Decision support system with a multidimensional database containing a dictionary for developing, running & maintaining statistical, marketing, sales & other business applications.	640K	$2,000 + (SU); MU discount	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	30,000 + / 1987
L.M. Nole & Assoc.	ProFile abc 1.1	Data entry & survey design package; cross-tabulation analysis.	320K	$199	IBM PC full range; DOS 2.1 +	No	75/1985
Lotus Development Corp.	Lotus 1-2-3 for DOS Release 2.3†	Program that unites a DOS spreadsheet with an interactive, graphical work environment; WYSIWYG screen display & presentation-quality output; spreadsheet auditing tools; expanded graphics. **15, 24, 26**	384K-512K (hard disk)	$495 (SU); $795 (MU)	IBM PC full range, co-processor; DOS 2.1 +	All DOS-based NetBIOS compatible	14 million + /1983
Lotus Development Corp.	Lotus 1-2-3 for DOS Release 3.1 + †	Designed for users with advanced spreadsheet needs; includes WYSIWYG, 3-D capabilities for organizing/consolidating/analyzing spreadsheet info. **15, 24, 26**	1MB-3MB (hard disk)	$595 (SU); $895 (MU)	IBM PC full range, co-processor; DOS 3.0 +	All DOS-based NetBIOS compatible	14 million + /1983
Lotus Development Corp.	LotusWorks 1.0	Program integrating spreadsheet, relational database management, word processing, graphics & communications; Lotus 1-2-3 file/format capability. **9,36**	512K	$149	IBM PC full range; DOS 2.0 +	No	1 million + /1990
Management Science Assoc. Inc./Market Science Assoc.	EASY†	Cross-tabulation program that analyzes survey results.	512K (hard disk)	$2,500 +	IBM PC full range; EGA monitor; DOS 3.0 +	No	50/1988
Maritz Marketing Research Inc.	Maritz Stats	Marketing research statistical testing program; significance testing, sample-size determination, statistical test selection, etc. **16**	64K	Free ($5 shpg./hndlg.)	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
Microtab Inc.	Microtab Cross Tabulation Software†	Questionnaire & cross-tabulation package; report-quality statistics. **16**	256K (hard disk)	$495	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	615 + / 1982
P-STAT Inc.	P-STAT†	Statistical survey & display package; data & file management. **15**	640K (hard disk)	$495 (SU); $495 + (MU)	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	1,000 + / 1985
P-STAT Inc.	P-STAT Data Entry†	Full-screen interactive data entry program with templates, allowable ranges, logical skip patterns, data validation & editing. **15**	640K	$100	IBM PC full range; DOS 2.1 +	No	New
PSRC Software	FloStat	Statistical analysis package; can be used with scanned maps as a geographic analysis system.	1MB	$99	Mac + & up; any MOS	No	87/1990
PSRC Software	IPSS (Interactive Population Statistical System)	Statistical tool containing data from 50 states & some foreign countries. **16**	1MB	$295-$395	Mac + & up; any MOS	No	66/1989
QQQ Software	TPL Tables†	Cross-tabulation program that summarizes data into tables; produces publication-quality tables with PostScript. **4, 15, 24**	640K (hard disk)	$895	IBM PC full range; any DOS, UNIX	All DOS-based NetBIOS compatible	100 + / 1988
Quantime	Quantum	Cross-tabulation & statistical analysis package draws & edits info. **16**	640K (hard disk)	$3,600	IBM PC full range, math co-processor; DOS 3.0 +	Ethernet	500 + / 1988
Quantime	Quanvert	Data-manipulation package creates new cross-tabulations from already tabled data; change/add options; re-editing. **16**	640K (hard disk)	$1,200	IBM PC full range; math co-processor; DOS 3.0 +	Ethernet, UNIX	450 + / 1979
Quantime	Quinput	Module package records responses to be used with cross-tabulation packages.	640K (hard disk)	$800 (SU); $500/user (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	50 + / 1980
Robinson Assoc. Inc.	Pairwise Conjoint Analysis System†	Analyzes & designs results for small-scale conjoint studies.	640K	$950	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	3 + /1989

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Saxe Research	CORONA (Correspondence Analysis)	Statistical analysis program for marketing research; visualization of cross-tabulation information in 2D plot format; esp. for mapping brand-by-attribute market structures. **14, 16**	512K	$295	IBM PC full range; DOS 3.0 +	No	New
Scientific Computing Assoc.	PC-GSA	Regression-analysis package with cross-tabulation, non-parametric statistics & other general statistical capabilities	640K (hard disk)	$145	IBM PC full range; DOS 2.1 + , Mac II series	No	500 + / 1983
Scott Smith	PC-MDS 5.1	Modular-based statistical analysis program; 22 multivariate statistical programs including multidimensional scaling for market & preference mapping, correspondence analysis mapping, conjoint analysis for product design & forecasting	512K	$495	IBM PC full range; DOS 2.0 +	No	1,000 + / 1990
Spring Systems Inc.	TURBO Spring Stat†	Contains various modules including: transformation, text editor, data handling, multivariate analysis, non-parametric data statistics; includes expert system. **14, 16, 27**	385K	$474	IBM PC full range; DOS 2.1	All DOS-based NetBIOS compatible	300 + / 1986
SPSS Inc.	SPSS/PC +	Modular-based package including forecasting & time-series analysis, statistical automated response modeling, segmentation & price/package testing, text & statistcal charts. **9, 24, 30**	640K (hard disk)	$195 + (SU), MU discount	IBM PC full range, EGA/VGA/CGA monitor, math co-processor; DOS 2.0 +	All DOS-based NetBIOS compatible	200,000 + / 1985
Statistical Innovations Inc.	CHAID Segmentation System	Screen PC implementation of CHAID algorithm with tree-drawing capabilities; for multivariate data exploration, market segmentation, direct marketing response analysis; interfaces with SPSS & other statistical packages	520K	$395	IBM PC full range; any DOS	No	500/1989
StatPac Inc.	StatPac Gold	Advanced statistical analysis package including cross-tabulation, banners, time series, forecasting, regression, graphs. **27**	256K (hard disk)	$795	IBM PC full range; DOS 3.2 +	All DOS-based NetBIOS compatible	15,000 + / 1987
STSC Inc.	STATGRAPHICS 5.0	Comprehensive statistical analysis package; high-quality graphics. **16**	640K (hard disk)	$995	IBM PC full range, math co-processor; DOS 2.0 +	Novell	40,000 + / 1985
SYSTAT Inc.	SYSTAT	Modular data analysis, data management & graphics package. **9**	640K-2MB (hard disk)	$795-$895	IBM PC-AT & up, math co-processor; DOS 3.0 + ; Mac SE & up; any MOS	No	45,000 + / 1988
TELEMARKETING 32							
Aurum Software	Telemarketing Management System	On-line lead qualification system, scripted calls, on-line order & quote generator, fulfillment, marketing analysis reports, to-do lists	4MB (hard disk)	$15,000 + (MU)	IBM PC full range; UNIX	UNIX	45/1989
BFC Software Inc.	TMASS: Target Market & Sales Software†	Marketing & sales automation: lead tracking, salesperson efficiency, forecasting, reports, memos, mass mailings, list sorting. **1, 5, 7, 24, 27**	640K (hard disk)	$1,500	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	Under 50/1988
BusinessWise Inc.	SupportWise	Call management & customer support/service software for technical support, customer service & help desk support; checks for support contracts, captures call info., dispatches action requests, etc.	640K	$1,000 per user	IBM PC full range; any DOS, OS/2, UNIX	All DOS-based NetBIOS compatible	50/1988
ButtonWare Inc.	PC-FILE 6.0†	Mail merge, filing, inventory tracking, mailing labels, reports, form letters, graphing	512K (hard disk)	$149 (SU); $379 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	850,000 + / 1982
Call Management Products Inc.	CallMark	System that automates outbound dialing, lead management & database administration & call fulfillment operations; uses one computer to automate up to 128 telemarketers	512K	$2,995	IBM PC full range; DOS 3.0 +	No	New
CCS Enterprises	Call Tracker†	Call-tracking prospect management tool for the multiuser sales/telemarketing environment	384K (hard disk)	$1,995	IBM PC-AT & up; UNIX, XENIX	UNIX, XENIX	Under 100/1990
Complementary Solutions Inc.	TeleMate 5.0†	Call accounting system; can determine most cost-efficient carrier & telemarketer efficiency, generates reports/logs	640K (hard disk)	$1,145-$4,995 (SU), $5,000 + (MU)	IBM PC-AT & up; DOS 3.0 +	All DOS-based NetBIOS compatible	3,000 + / 1985
Complementary Solutions Inc.	TeleMate Pro†	Call accounting system for resellers	640K (hard disk)	$450-$4,995 (SU), $4,100 + (MU)	IBM PC-AT & up; DOS 3.0 +	All DOS-based NetBIOS compatible	New
CR Complete Business Systems Inc.	TELEMAGIC	Extensive notepad, recall, direct dial, order entry, interfaces with accounting, on-line information	512K (hard disk)	$495 (SU), $1,995 (MU)	IBM PC full range; DOS 3.0 + , Mac full range, MOS 6.0 + , XENIX	All DOS-based NetBIOS compatible	15,000 + / 1984
Digisoft Computers Inc.	Telescript†	Customizable database, unlimited fields & screens, full scripting capabilities, real-time reporting, Paradox database interface, preview/auto-dialing, outbound/inbound functions. **1, 7, 12, 16, 25**	640K (hard disk)	$850 +	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	20/1989
DragonSlayer Systems	DragonSlayer Business Management System 5.0	Modular-based contact management system, complete database manipulation, cross-referencing between prospect & contact, telemarketing scripting capabilities. **12, 24, 28**	640K (hard disk)	$895 +	IBM PC full range; DOS 3.2 +	Novell	100 + / 1987

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Excaliber Sources	EXSELL†	Sales & telemarketing software includes word processor, tickler, reports. **1, 28**	420K	$395 (SU); $1,495 (MU)	IBM PC full range; DOS 2.0 +, XENIX, UNIX	All DOS-based NetBIOS compatible	10,000/ 1983
The MarTel Group	TeleStat†	Inbound/outbound calling for multiple projects with security levels for TSRs; power-dial capability. **12, 25, 26, 28**	640K (hard disk)	$695 (SU); $1,995-$3,545 (MU)	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	100 + / 1989
MaxSolutions	TeleMagic†	Has to-call list, scripts, auto-dial, record-keeping, report & follow-up letter generation.	1MB (hard disk)	$495 (SU); $1,995 (MU)	IBM PC full range; DOS 3.3 +; Mac full range; any MOS	All DOS-based NetBIOS compatible; AppleShare	60,000 + / 1985
ME-DI-CO	The Pacer†	For telephone sales reps & managers to sell, prospect, analyze data/sales.	400K (hard disk)	$495 (SU); $695 + (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	New
Peak Technologies	SaleStar†	Modular-based telemarketing program esp. for customer service reps, follow-up calls/lead generation for potential customers.	640K (hard disk)	$500	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	New
Prism Systems Inc.	CALLMARK†	Call reporting, territory/account/time management program; lead integration, automatic zip code/territory requirements. **1**	640K (hard disk)	$3,995 (SU); $4,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	50 + / 1989
Prism Systems Inc.	TELEMARK 2.0†	Automated lead introduction, qualification & assignment, access to product/competition summaries; custom scripting, in-outbound calls.	512K (hard disk)	$2,995 (SU); $5,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	100 + / 1988
Profidex Corp.	SCAMP: Sales Control & Marketing Planner†	Telemarketing/direct-mail package with auto-dialer, interactive scripting, customized reports on prospects/territories/branches/regions. **5**	640K (hard disk)	$695 (SU); $3,000 + (MU)	IBM PC full range; DOS 3.1 +	Novell, Data General, UNIX	1,050 + / 1986
Quantime	Quancept†	Interviewing & telemarketing package that includes sophisticated sample management, quota control.	640K	$10,000 for 10 users	IBM PC full range; UNIX, XENIX	Ethernet	30 + / 1982
Sales & Marketing Systems Inc.	ScriptCTRL†	Scripts with branching & logic; instant access to product/competitor/objection information; SalesCTRL 2 is required. **28**	384K (hard disk)	$595 (SU); $1,995 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	50/1990
Software Science Inc. The Research Group	TELEVIEW II†	Telephone interview system creates surveys, 1,000-question questionnaires, automatically coded answers; reflexively finds next "logical" question.	256K	$99	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	100 + / 1980
Telemarketing Concepts	Macintosh Custom Telemarketing Program†	Telemarketing product that allows you to call up any of your accounts & look at details by company, zip code, dates, etc.	4MB (hard disk)	$300 +	Mac full range; any MOS	All Mac compatible	New
Telemarketing Inc.	Telemarketing Services†	Used for lead list management, market coverage, scripting, productivity, customer service.	640K (hard disk)	$3,000 (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible	45 + / 1980
Travis DataTrek	TelePro†	Multiuser telemarketing/direct-mail package; analyzes results as well as telemarketing staff's performance; sorts queries; graphing. **5**	512K (hard disk)	$1,500/ user	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	4,000/ 1982
Tribase Systems Inc.	TAPIT†	Call management & accounting tool; detailed summary reports on clients; account tracking. **1, 28**	10K (hard disk)	$795	IBM PC full range; DOS 3.0 +	No	700 + / 1988
TERRITORY MANAGEMENT 33							
Dynacomp Inc.	Sales Assistant	Lead, sale, product tracking; assigns sales reps to territories; campaign scheduling, mailings. **12**	128K	$59.95	IBM PC full range; DOS 2.0 +	No	3,000-4,000 + / 1988
Epsilon Inc.	TMS: Territory Management System†	Program esp. for the pharmaceutical/health-care industry; call planning, call reporting, calendaring, schedules, to-do lists; pen-based system. **1, 12, 18, 32**	640K (hard disk)	$150,000 to $200,000	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible, UNIX	4/1990
Gateway Systems Corp.	SYNERGIST Sales Portfolio†	Integrated client/server SFA system including account/territory/product management, forecasting, personal productivity, E-mail, order entry & recovery, mainframe compatability. **1, 6, 7, 12, 20**	640K	$1,500 +	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	2,000/ 1990
John M. Roche & Assoc.	Knowledge Sales Process†	Customer & prospect tracking; sorts by criteria & group: territory, sales, potential, etc.; helps target market slot & appropriate product. **1, 7, 12, 22, 24, 28**	640K (hard disk)	$2,000 +	IBM PC-AT & up; DOS 3.2 +	No	60/1984
Metron Inc.	TERRALIGN†	Modular-based geographical spreadsheet; helps user configure balanced, compact scale territories; manual mode & optimizer.	640K (hard disk)	$40,000-$75,000	IBM PC-AT & up; DOS 3.0 +	No	6/1988
Sales Technologies	Since software is custom, the user names it.†	Integrated modules on sales reporting, territory management, E-mail/forms, spreadsheets, sales reference; mainframe compatibility. **1, 28**	640K (hard disk)	$1,000 +	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	15,000 + / 1983
Saleslink Systems	Saleslink for Windows 1.1	Sales process information system; time/territory management, call reports & sales forecasts; captures the reason why a sale is won or lost; runs under Windows 3.0.	1MB (hard disk)	$895	IBM PC-AT & up; DOS 3.1 +	All DOS-based NetBIOS compatible	New

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Sammamish Data Systems	GeoSight Professional 4.0	Interactively allows user to define/modify new/existing sales/franchise territories, analyzes territories for sales potential, etc.	640K (hard disk)	$2,450	IBM PC full range, DOS 3.3 +	All DOS-based NetBIOS compatible	60/1987
User Friendly Data Systems Ltd.	Sales Territory Assistant†	Sales automation system with contact & customer demographics, sales evaluation, call reporting & expense reporting **1, 27, 28**	1MB (hard disk)	$200	IBM PC full range, DOS 3.3 +	All DOS-based NetBIOS compatible	New
User Friendly Data Systems Ltd.	Sales Territory Manager†	Modular based, integrated sales automation system, customer & contact demographics, sales evaluation, forecasting, call reporting, E-mail **1, 6, 27, 28**	1MB (hard disk)	$250 +	IBM PC full range, DOS 3.3 +	All DOS-based NetBIOS compatible	800/1990
Winsight Inc.	Identifying the Right Priorities	Reps can scan work in order to see what most needs their attention & effort, prioritizes projects	256K	$249 (SU), MU discount	IBM PC full range, DOS 2.1	No	1,000 + / 1988
TRADE SHOW MARKETING 34							
CompuDoc Inc.	Exhibit Presentation†	Graphic & animated presentation, runs in continuous loop or interactively, salesperson can skip within presentation **2, 9, 30**	512K (hard disk)	$5,000-$50,000	IBM PC full range, DOS 3.0 +; Mac full range, MOS 6.0.2 +	No	100 + / 1988
Inquiry Plus	Inquiry Management Software†	Tracks inquiries, creates letters & labels, electronic transfer of leads from trade shows, management reports, assigns salespeople leads based on territory **11, 12**	512K (hard disk)	$1,500 (SU), $3,250 (MU)	IBM PC full range, DOS 3.1 +	Novell	300 + / 1984
MG Software	Exhibit Easy	Contact & show management program, pre-installed resources, inventory management, shipping/mailing labels, budget analysis, to do lists & history reports, runs under Windows 3.0	1MB (hard disk)	$495 (SU), $495 + (MU)	IBM PC AT & up, DOS 3.1 +	All DOS-based NetBIOS compatible	New
Phoenix Solutions Inc.	ExhibiTRAK	Trade show management software for booth sales, avoid double booking, view neighboring booths, produce confirmation letters, financial reports & summaries, mailing labels & reports	640K (hard disk)	$1,495 (SU), $2,495 (MU)	IBM PC full range, DOS 3.0 +	All DOS-based NetBIOS compatible	10/1990
TRAVEL & ENTERTAINMENT 35							
Administrative Headquarters	TRIPMATE†	Incentive travel, group travel, etc., rooming lists, options, events, handles 9 destinations & 18 hotels **19**	640K (hard disk)	$500	IBM PC full range, DOS 3.0 +	No	35 + / 1988
C&H Enterprises	Frequent Flyer Award Tracker†	Tracks mileage according to airline programs, maximizes mileage strategy	256K	$39	IBM PC full range, DOS 2.0 +	No	800 + / 1988
Danart Corp.	EXPEN$E MA$TER: The Expense Report Processor†	Automatically creates all T&E reports required from entries, 3 versions: single user, LAN multiuser, single PC multiuser	363K	$69.95 (SU), $250 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	6,000 + / 1987
Management Control Systems	Sales Expense Manager	Tracks salespeople's expenses per person, generates expense reports by category of expense/person	512K (hard disk)	$395	IBM PC full range, DOS 2.0 +	No	100 + / 1988
On The Go Software	Expense It!†	Automates the process of filling out expense reports, prints all information out on company's individual expense form, links with corporate accounting systems & Sharp Wizard	640K	$89.99	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	10,000 + / 1989
Para-Tech Systems Co.	Expense Easy†	Business & travel expense system, assigns expenses to individual accounts with summary reports, expense reporting by category, credit card tracking, built-in customer lists, sales call report tracking, links with Sharp Wizard & Casio Boss, data can be uploaded into program	512K	$99.95	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	2,000 + / 1988
Quantic Corp.	Touch & Go	Tracks/reports T&E expenses for business travelers	256K	$149	IBM PC full range, dot matrix & laser printers, DOS 2.1 +	No	5,000 + / 1987
Revolution Software Inc.	Revolution Expense Account	Expense account management & reporting system for traveling executives, manages expense items such as travel, entertainment, automobile, office & misc. business expenses	640K (hard disk)	$79.95 +	IBM PC full range, DOS 3.0 +	All DOS-based NetBIOS compatible	5,000/ 1990
TravelTrak	TravelTrak†	Tracks business travel expenses including mileage, hotel, T&E, prints statements	256K (hard disk)	$595 (SU), $795 (MU)	IBM PC full range, DOS 3.0 +	All DOS-based NetBIOS compatible	7/1987
WORD PROCESSING/MISCELLANEOUS 36							
Access Technology Inc.	ForComment†	Uses network to automate the process of getting group input/feedback on any type of document, enables user to create document draft on word processor & notifies other users on-line to enter comments, dialogues, or revisions	640K (hard disk)	$895 + (MU)	IBM PC full range, DOS 2.1 +	Novell	2,000 + / 1989
American Intelliware Corp.	Scriptwriter†	Advanced word processing, built-in page breaks & formatting, video/audio text synchronization, teleprompter **30**	1MB	$495	Mac +, SE, SE30, II, IICX, any MOS	AppleShare	2.5 million/ 1984
Ashton-Tate Corp.	FRAMEWORK IV 1.0	Single-menu program incorporating spreadsheet, word processing, database, graphics, outlining, telecommunications, E-mail & built-in programming language **4, 6, 9**	640K (hard disk)	$695	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	500,000/ 1984

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Ashton-Tate Corp.	FullWrite Professional 1.5S	WYSIWYG word processor; editing, page layout, graphic design, drawing capability, seamless integrated outlining, text manipulation & sound notes. **4, 9**	2MB (hard disk)	$249	Mac + & up; any MOS	No	50,000 + / 1988
Ashton-Tate Corp.	MULTIMATE 4.0	WYSIWYG word processing, Thesaurus, spell & grammar checker, graphics editing, integrated E-mail. **6, 9,**	384K (hard disk)	$495	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	1 million/ 1982
Better Software Technology Inc.	SWITCH-IT	Time-saving program with task-switching function; allows users to switch between 100 programs & files without having to exit & save. **20**	640K (hard disk)	$99.95	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	50,000 + / 1988
ComputerEase Software Inc.	Word Mover†	High-level word processing; full editing of 9 files at once; built-in communications & powerful Macro/Script programming language; esp. for laptops.	320K	$195	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	500/1988
Datanetics	Word Processor	Multiuser word processor; memo pads.	512K	$500-$3,250	IBM PC full range; SuperDOS	SuperDOS	200 + / 1987
Experience In Software Inc.	Thoughtline	Program that enables computer to "ask" questions that stimulate creative, organized thinking; writes speeches/ articles/ presentations; links with Word Perfect.	640K	$195 (SU); MU discount	IBM PC full range; DOS 2.1 + , OS/2	No	20,000/ 1987
France Int'l Ltd.	fisCAL†	Complete business analysis for evaluating business performance, making credit evaluations, identifying developing problems & locating opportunities to improve cash management & profit performance.	640K	$600-$1,600 (SU); $1,200 + (MU)	IBM PC full range; DOS 2.0 + , OS/2	All DOS-based NetBIOS compatible	1,200/ 1986
Idea Works Inc.	SmartPaper 1.0 for Windows	Hypertext authoring tool; combines Hypertext user interface with semantic network data structure & frame-based reasoning; runs under Windows 3.0.	640K	$100	IBM PC-AT & up; DOS 3.1 +	No	New
JIAN	Cash Collector†	Tickler system; produces pre-written dunning letters & court notices for maintaining customer relations & getting paid. **32**	512K (hard disk)	$199	IBM PC full range, dot matrix/laser printer; DOS 2.0 +	No	2,000 + / 1990
Lotus Development Corp.	AMI Pro 2.0†	Word-processing system; index, table of contents, integrated drawing & charting, mini spreadsheet capabilities, document comparison, revision marking, imports Lotus 1-2-3 files; runs under Windows 3.0 **4, 9, 30**	1MB (hard disk)	$495	IBM PC 386SX + ; DOS 3.3 +	All DOS-based NetBIOS compatible	50,000 + / 1989
MacMillan Publishing Co.	RightWriter 3.1† (for Mac); 4.0† (for IBM)	Grammar & style checker helps salespeople improve business/technical writing; esp. for people learning English as a second language.	384K (hard disk)	$95 (SU); $295 + (MU)	IBM PC full range, DOS 2.0 + , UNIX, XENIX, Mac 512 + & up; MOS 4.0 +	Novell, 3Com	300,000 +/ 11984
MaxThink	Houdini†	Specialized word processor dealing with linked topics; information structuring & organizing; automated abstractions, generalizations, editing; creates Hypertext systems.	300K (hard disk)	$89 (SU); $489 (MU)	IBM PC full range; DOS 2.0 +	Novell	10,000/ 1986

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S&MM's annual listing of the top 100 business dining establishments in the nation, according to the votes of our readers.

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Hard times in the communications industry spell opportunity for marketers looking to get more bang for their advertising buck.

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THE PRECISION SELLING PAYOFF

When it comes to major accounts, the sale goes to those who come prepared.

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
MaxThink	MaxThink†	Perceptual/classification program; creates Hypertext/hierarchal shelves/movement systems; outlines commands for analytical, managerial & creative thinking. **15**	300K	$89 (SU), $489 (MU)	IBM PC full range; DOS 2.0 +	Novell	20,000 + / 1984
MaxThink	TransText†	ASCII word processor, all ASCII files can contain jumps to other files, Hypertext format	180K	$89 (SU), $489 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	7,000 + / 1988
PRO/TEM	BiblioSTAX	Bibliographic database, works with Hypercard	1MB (hard disk)	$199 +	Mac + & up; any MOS	No	2,500/ 1988
Round Lake Publishing	LetterWorks†	Four hundred professionally written model letters, press releases, proposals & other business documents	256K	$79.95	IBM PC full range, DOS 2.1 +, Mac word processor, any MOS	No	10,000 + / 1989
Spinnaker Software Corp.	Eight-in-One 2.0	Word processing, spell checker, database, spreadsheet, graphics, desktop organizer, file transfer	512K (hard disk)	$59.95	IBM PC full range, DOS 2.1 +	No	250,000 +/ 1990
Spinnaker Software Corp.	PFS: First Choice 3.1	Integrated word processing program; pull-down menus; business presentations; instant information access; Lotus 1-2-3 importing function	512K (hard disk)	$149	IBM PC full range, DOS 2.1 +	All DOS-based NetBIOS compatible	500,000 +/ 1989
Spinnaker Software Corp.	PFS: WindowWorks	Advanced word processing & page lay-out, spreadsheet, database, charts, communications, address book, label maker; runs under Windows 3.0. **4**	512K (hard disk)	$199	IBM PC-AT & up, DOS 3.1 +	No	New
White Crane Systems	AutoWorld	Translates any files between 25 word-processing formats; retains all textual characteristics as well as limited graphics conversions	256K	$149.95	IBM PC full range, DOS 2.0 +	No	2,000/ 1990
WordMARC Int'l Corp.	WordMARC 6.2†	Word processing for general business use, desktop publishing capabilities, import/export graphics, 110,000 word dictionary, integration with spreadsheets/E-mail, etc. **4**	400K (hard disk)	$495	IBM PC full range, DOS 2.0 +	Novell, 3Com	500,000 +/ 1981
ZIP CODE TRACKING 37							
Advanced Marketing Systems Corp.	Dealer Locator	Based on company's database; locates dealers of any company product by zip code. **22**	640K (hard disk)	$5,000 +	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	10/1990
Datamap Inc.	Locator†	Marketing/telemarketing application for use with inside sales force that locates where the closest dealer for your needs is; makes re-dial searches for other dealers, collects callers' names/addresses. **32**	640K (hard disk)	$5,000 (SU), $9,000 + (MU)	IBM PC-AT & up, DOS 3.0 +	Novell	25 + / 1989
DCC Data Service Inc.	ZIPLIST	Basic geographic information database including zip code, county, state, city, latitude/longitude, etc.	526K-1MB (hard disk)	$245	IBM PC full range, any DOS	No	1,000 + / 1986
Terralogics Inc.	ZipView†	Program that visually displays customer or mailing lists by 3- or 5-digit zip code at the U.S. or state level. **5**	640K (hard disk)	$895	IBM PC full range, EGA/VGA monitor, DOS 3.2 +	All DOS-based NetBIOS compatible	100 + / 1990

†Customizable program

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VENDOR DIRECTORY

Information has been supplied by the vendors; contacts given where applicable. Boldface numbers indicate the applications category number in which software packages are found (see page 59 for directions on using the cross-reference index).

Abelson Communications Inc., 1685 Grand Ave., Baldwin, NY 11510 (516-546-2286). Glenn Abelson. **5**

Abend Assoc. Inc., 265 Winn St., Suite 305, Burlington, MA 01803 (617-273-5383). Nicole Porina. **1**

Access Int'l Inc., 17130 S. Torrance Rd., Lansing, IL 60438 (708-895-3495). Sales Dept. **7**

Access Technology Inc., 2 Natick Executive Park, Natick, MA 01760 (508-655-9191). **36**

ACEware Systems, 1828 Erickson, Manhattan, KS 66502 (913-537-2937). Chuck Havilcek. **19**

Action Plus Software, 11485 S. Highway Mountain Dr., Sandy, UT 84092-5675 (801-572-3303). Sales Dept. **12**

Action Technologies Inc., 1145 Atlantic Ave., Alameda, CA 94501 (415-654-4444 or 800-624-2162). Bart Macleod. **6**

Addison-Wesley Publishing Co., Jacob Way, Reading, MA 01867 (617-944-3700 or 800-527-5210). Order Dept. **10**

Administrative Headquarters, 15520 Rockfield Blvd., Suite G, Irvine, CA 92718 (714-855-6792). Fred Young. **35**

Adobe Systems Inc., 1585 Charleston Rd., P.O. Box 7900, Mountain View, CA 94039-7900 (415-961-4400 or 800-344-8335). Sales Dept. **9**

Advanced Graphics Software, 5825 Avenida Encinas, Suite 105, Carlsead, CA 92008-4404 (619-931-1919). Order Processing Dept. **30**

Advanced Marketing Institute Inc., 1650 Gardena Ave., Glendale, CA 91204 (818-548-8351). Fred Nugent. **31**

Advanced Marketing Systems Corp., 190 Littleton Rd., Westford, MA 01886 (508-392-0366). Jay Alpern. **25, 37**

Advanced Software Technologies Corp., P.O. Box 610, Arlington, TX 76004 (800-880-9181). Susan Bargsley. **1**

Advanced Support Group, 1190 Grant Pl., St. Louis, MO 63131 (314-256-3130). Ken Macabee. **1**

Aldus Corp., 411 First Ave. S., Suite 200, Seattle, WA 98104 (206-622-5500). Customer Relations. **30**

Alembic Computer Services Inc., 1306 E. Main St., Suite LL, Mesa, AZ (602-962-8010). Samantha Hannah. **5**

American Data Inc., 615 Merchant St., Vacaville, CA 95688 (707-447-5847). Ross Shapiro. **28**

American Intelliware Corp., P.O. Box 439, New York, NY 10021 (212-535-4406). Jim Lipton, John Tannen. **30, 36**

Ammlung Data Processing, P.O. Box 179, Lowell, MA 01853 (508-454-7749 or 800-955-7750). Frank Ammlung. **24**

Anaheim Technologies Inc., 320 Fifth Ave., Troy, NY 12182 (514-745-2272). Ara Altounian. **21**

Analytical Computer Service Inc., 434 Sandford Ave., Westfield, NJ 07090 (201-232-2723). Amy Yoffie. **16**

Apian Software, P.O. Box 1224, Menlo Park, CA 94026 (408-562-9680 or 800-237-4565). Sales/Order Dept. **16, 22**

Application Consulting Group Inc., 121 Headquarters Plaza, Morristown, NJ 07690 (201-898-0012). James Cloniger. **24**

Applied Business Technology Corp., 361 Broadway, New York, NY 10013 (212-219-8945). **9, 23**

Applied Computing Services, 2762 Allan Rd. West, Elk, WA 99009 (509-292-0500 or 800-553-4055). Pat Murphy, Don Murphy. **1**

Applied Decision Systems, 99 Hayden Ave., Lexington, MA 02173 (617-861-7580). Tim Davidson. **24, 27**

Applied Decision Technology, 2200 Riverside Dr., Green Bay, WI 54301 (414-435-4949). David Vogt. **27**

Applied Econometrics Inc., 100 University Dr., Amherst, MA 01002 (413-549-0203). Sabina Cournoyer, Christopher L. Wall. **19**

Applied Software Technology, 591 W. Hamilton Ave., Suite 201, Campbell, CA 95008 (408-370-2662 or 800-678-1111). Sales Dept. **11**

Applied Systems & Technology Inc., 227M Hallenbeck Rd., Cleveland, NY 13042 (315-675-8584). George Bittner. **2**

ARC Tangent Inc., 121 Gray Ave., Santa Barbara, CA 93120-2009 (805-965-7277). Mary McJohn. **5**

Arlington Software & Systems Corp., 900 Mix Ave., Suite 14, Hamden, CT 06514 (203-230-1733). Sales Dept. **1**

Ashton-Tate Corp., 20101 Hamilton Ave., Torrance, CA 90509-9972 (213-329-8000 or 800-437-4329). Sales Dept. **30, 36**

askSam Systems, 119 South Washington St., Perry, FL 32347 (904-584-6950 or 800-800-1997). Beth Parker. **20**

The Association Store Ltd., 8828 Monard Dr., Silver Springs, MD 20910 (301-588-3345 or 800-222-2977). Toni Lofthouse. **19**

ATG Inc., 205 Regency Executive Park, Suite 306, Charlotte, NC 28217 (704-521-8113). Ed Campbell. **15**

August Corp., P.O. Box 7835, Auburn, CA 95604 (916-268-3691). Patrick Wood. **25**

Aurum Software, 5201 Great America Pkwy., Suite 238, Santa Clara, CA 95054 (408-562-6370). Kate Fitzgerald. **28, 32**

Automated Micro, P.O. Box 3689, Santa Clara, CA 95055 (408-245-0350). Jim Lemezis. **1**

Automation Technologies, 942 E. 7145 S., Suite C101, Midvale, UT 84047 (801-566-5544 or 800-777-6368). Sales Dept. **5**

AXSYS Inc., Jenkins Court, Suite 300, Jenkintown, PA 19046 (215-886-3330). Michael Steel. **24**

Aztech Corp., Artery Plaza West, 4733 Bethesda Ave., Bethesda, MD 20814 (301-907-333)3. Doug Fisher. **19**

B & B Systems, P.O. Box 171, Waukesha, WI 53187 (415-544-5988). Bob Boulder. **5, 25**

Banner Blue, P.O. Box 7865, Fremont, CA 94537 (510-794-6850). Product Information Dept. **9**

Beacon Expert Systems Inc., 35 Gardner Rd., Brookline, MA 02146 (617-738-9300). **23**

Bestinfo Inc., 1400 N. Providence Rd., Media, PA 19063 (215-891-6500 or 800-346-7920). Wendy Madonna. **4**

Better Software Technology Inc., 55 New York Ave., Framingham, MA 01701 (508-879-0744 or 800-848-0286). **36**

BFC Software Inc., Bldg. 6, Suite 108, 799 Roosevelt Rd., Glen Ellyn, IL 60137 (708-790-8383). Lyle Castle. **32**

Bits & Bytes, Inc., 1650 Oakland Blvd., #105, Walnut Creek, CA 94596 (415-945-0987). Wilma Ram. **12, 22, 28**

BLOC Publishing Corp., 800 SW 37th Ave., Suite 765, Coral Gables, FL 33134 (305-445-0903 or 800-677-2562). BLOC Sales Dept. **9**

BMDP Statistical Software Inc., 1440 Sepulveda Blvd., Suite 316, Los Angeles, CA 90025 (213-479-7799). **15**

BMU Softworks, 2457 Perkiomen Ave., Reading, PA 19606 (215-779-5946 or 800-333-7582). Marshall Thacker. **6**

Breakthrough Productions, 210 Park Ave., Nevada City, CA 95959-2614 (916-265-0911). Marla Robinson. **28**

Bretton-Clark, 89 Headquarters Pl., N. Tower, 14th Fl., Morristown, NJ 10036 (201-993-3135). Steve Herman. **16**

Bricker-Evans, 2350 Mission College Blvd., Suite 450, Santa Clara, CA 95054 (408-970-0362). Mark Evans. **12**

Bridgeway Worldsystems Int'l, 1 Bank St., Suite 203, Stamford, CT 06901 (203-357-7781). **20**

Brightbill-Roberts & Co., 120 E. Washington St., Suite 421, Syracuse, NY 13202 (315-474-3400 or 800-444-3490). Colleen Terry. **20, 30**

Brock Control Systems Inc., 2859 Paces Ferry Rd., Suite 1000, Atlanta, GA 30339 (404-431-1200 or 800-221-0775). Pat Angulo. **28**

Broderbund Software, 17 Paul Dr., San Rafael, CA 94903-2101 (415-492-3200 or 800-521-6263). **9, 20**

Bruce Bell & Assoc. Inc., 425 Main St., Suite 10, P.O. Box 400, Canon City, CO 81212 (719-275-1661 or 800-359-7738). James Parnau, Mike Fry. **15**

Bureau of Business Practice, Rope Ferry Rd., Waterford, CT 06386 (203-442-4365 or 800-243-0876). Patricia Ryan. **10**

Business Forecast Systems, 68 Leonard St., Belmont, MA 02178 (617-484-5050). Claire Fagan, Sales Dept. **27**

Business Research & Surveys, 50 Greenwood Ave., West Orange, NJ 07052 (201-731-7800). Jill Herman. **15**

Business Resource Software Inc., 2013 Wells Branch Pkwy. #305, Austin, TX 78728 (512-251-7541 or 800-423-1228). Jerry Spencer. **22**

Business Software, 701 San Conrado Terr., Suite 5, Sunnyvale, CA 94086 (408-736-3000). **7**

BusinessWise, 595 Milich Dr., Suite 210, Campbell, CA 95008 (408-866-5960). Steve Hartman. **32**

ButtonWare Inc., P.O. Box 96058, Bellevue, WA 98009 (206-454-0479 or 800-528-8866). Sales Dept. **20, 32**

C & H Enterprises, 19818 Ventura Blvd., Suite 343, Woodland Hills, CA 91634 (818-703-8944). Sales Dept. **35**

Caddylak Systems Inc., 131 Heartland Blvd., Brentwood, NY 11717 (516-254-2000 or 800-523-8060). Customer Service. **1, 3, 5, 10, 22, 23, 25, 30**

Caliper Corp., 1172 Beacon St., Newton, MA 02161 (617-527-4700). Howard Slavin. **13**

Call Managemnet Products Inc., 2150 W. 6th Ave., Unit N, Broomfield, CO 80020 (303-465-0651 or 800-245-9933). **32**

Campbell Services, 21700 Northwestern Hwy., Suite 1070, Southfield, MI 48075 (313-559-5955). Sales Dept. **20**

CATT Systems, 7929 Liberty Rd., Baltimore, MD 21207 (301-655-8924). Al Ruppel, Sheldon Schwartz. **12**

CCS Enterprises, P.O. Drawer 1690, Easton, MD 21601 (301-820-4670). Bob Willy. **32**

Century Software, Woodridge Technology Park, 310 N. Wilson, Hartford, WI 53027 (414-673-4424 or 800-437-4492). Christine Hoxworth. **6**

Cetex Corp., 37 Thunderhead Rd., Medford, NJ 08055 (609-953-1406). Craig Blackman. **2**

CGA Inc. Marketing Management Group, 140 Main St., Los Altos, CA 94022 (415-948-1300). Phil Campbell Graves. **2**

Chadwyck-Healey Inc., 1101 King St., Alexandria, VA 22314 (703-683-4890 or 800-752-0515). Ro Dhanda, Steve Williamson. **13**

Champaigne PC Dossiers, 1140 W. Washington Blvd., Suite 200, Oak Park, IL 60302 (708-386-0062). David Kesler. **12**

Chang Laboratories, 3350 Scott Blvd., Santa Clara, CA 95054 (408-727-8096). J. Finnegan. **1**

Chronos Software Inc., 555 De Haro St., Suite 240,

SALES & MARKETING SOFTWARE

San Francisco, CA 94107 (800-777-7907). Terry Peckham. **20**

CIDEX Computer Systems Inc., 2 Willow Terr., Hoboken, NJ 07030 (201-653-5105). Lawrence Nussbaum. **7**

CLARITAS Corp., 201 Union St., Suite 200, Alexandria, VA 22314 (703-683-8300). Mike Reinemer. **15, 16**

Coker Electronics, 1430 Lexington Ave., San Mateo, CA 94402 (415-573-5515). Sales Dept. **6**

Commercial Data Systems Corp., 1000 South Pioneer Dr., Atlanta, GA 30082 (404-799-1000). K. Tucker. **28**

Complementary Solutions Inc., 4470 Chamblee-Dunwoody Rd., Suite 202, Atlanta, GA 30338 (404-454-8033). Melanie Noble. **32**

CompuDoc Inc., 51 Mount Bethel Rd., Warren, NJ 07059-5603 (908-757-2888). Robert Sinnott. **2, 5, 10, 34**

Compusense Inc., 173 Woolwich St., Suite 201, Guelph, Ontario, Canada N1H 3V4 (519-836-9993). **16**

Computer Aided Management Inc., 1318 Redwood Way, Suite 210, Petaluma, CA 94954 (707-795-4100 or 800-635-5621). Sales Dept. **23**

Computer Assoc. Int'l Inc., 711 Stuart Ave., Garden City, NY 11530 (408-922-2356 or 800-645-3003). Sales Dept. **3, 9, 30**

Computer Innovations, 11 E. Adams, Suite 900, Chicago, IL 60603 (708-663-5930). Jean Franz. **12, 21, 30**

Computer Masters, 6505 S. Sepulveda Blvd., Los Angeles, CA 90045 (213-645-6530). Mike Canty. **12**

Computer Solutions & Development Inc., 7315 Wisconsin Ave., Suite 200W, Bethesda, MD 20814 (301-951-5505). Charlie Morenus. **19, 28**

Computer Solutions Inc., 1261 N. Court, New Brighton, MN 55112 (612-698-6934). Steven C. Vetter. **30**

Computer Systems Consultants Inc., 1454 Latta Lane, Conyers, GA 30207 (404-483-4570). Bud Pass. **5**

ComputerEase Software Inc., 654 Metacom Ave., Warren, RI 02885 (401-245-1523 or 800-221-6841). Tech. Support. **2, 36**

Computers for Marketing Corp., 547 Howard St., San Francisco, CA 94105 (415-777-0470). **16**

Computertime Network Corp., 10340 Cote de Liesse, Montreal, Quebec, Canada H8T1A3 (514-633-9900). Barry Scharf. **25**

Computx, 14 Pierce Ave., Oak Ridge, NJ 07438 (201-697-3141). Peter Vonderhorst. **1**

Comshare Inc., Wolverine Tower, 3001 S. State St., Ann Arbor, MI 48108 (313-994-4800). Chris Kelly. **18**

Concurrent Technologies, 1 World Trade Center, Suite 7967, New York, NY 10048 (212-524-7760 or 800-345-3895). Karen Feeks. **27**

Connex Systems, 9341 Courtland Dr., Rockford, MI 49351 (616-866-5562 or 800-748-0212). George Hanson. **6**

Contact Plus Corp., P.O. Box 2577, Satellite Beach, FL 32937 (407-779-4900 or 800-366-9876). Roger Arias. **8, 12**

Contact Software Int'l, 1625 W. Crosby Rd., #132, Carrollton, TX 75006-6627 (214-418-1866 or 800-627-3958). Sales Dept. **28**

Convention Central Inc., P.O. Box 8837, Honolulu, HI 96830-0837 (808-737-2001). Robert Ahlstrom. **19**

Corel Systems Corp., 1600 Carling Ave., Ottawa, Ontario, Canada K1Z 8R7 (613-728-8200). **9**

Courseware Development Project, School of Business Admin., Dalhousie Univ., 6152 Coburg Rd., Halifax, Nova Scotia, Canada B3H 1Z5 (902-494-1825). Dr. Brooks. **16**

CR Complete Business Systems Inc., 7125 Fenwick Lane., Suite O, Westminster, CA 92683 (714-898-9779 or 800-4Novell). Bob Drohan. **11, 32**

Creagh Computer Systems, 674 Via de la Valle, Solana Beach, CA 92075 (619-792-1367 or 800-833-8892). William Berkley. **1**

Creative Research Systems, 15 Lone Oak Center, Petaluma, CA 94952 (707-765-1001). Lisa Bacon, Hank Zucker. **16**

Cross Information Co., 1881 9th St., Suite 212, Boulder, CO 80302 (303-444-7799). Mike Brough. **6**

Crunch Software Corp., 5335 College Ave., Suite 27, Oakland, CA 94618 (415-420-8660 or 800-999-FTAT). Information Dept. **15**

Custom Databanks Inc., 13925 Esworthy Rd., Germantown, MD 20874-3313 (301-990-4010). Sales Dept. **10**

Cybernetic Solutions Co., 3479 W. 7480 S., Salt Lake City, UT 84084 (801-568-1190 or 800-359-3386). Kent Francis. **16**

Cytel Software Corp., 137 Erie St., Cambridge, MA 02139 (617-661-2011). Cyrus Mehta. **31**

DAC Easy Inc., 17950 Preston Rd., Dallas, TX 75252 (214-248-0205 or 800-877-8088). Sales Dept. **1, 20**

Danart Corp., 1115 Magnolia Ave., Larkspur, CA 94939 (415-461-9100). Sales Dept. **35**

Data Description Inc., P.O. Box 4555, Ithaca, NY 14851 (607-257-1000). Phil Velleman. **16**

Data Resources, 24 Hartwell Ave., Lexington, MA 02173 (800-541-9914). Steve Brockelman. **16**

Data Services Co., 34 Eastman St., P.O. Box 450, Avon, CT 06001 (203-678-1888). Lois Oelrich. **19**

Data Systems Support, 1228 Shelly Ct., Orange, CA 92668 (714-771-0454). Chris Allan. **25**

Database Assoc., 612 Highland Ave., Needham, MA 02194 (617-449-8387). William Taube. **1**

Datamap Inc., 7525 Mitchell Rd., Suite 300, Eden Prairie, MN 55344 (612-934-0900 or 800-533-7742). Gary Mertz. **5, 37**

Datamatics Management Services Inc., 330 New Brunswick Ave., Fords, NJ 08863 (201-738-9600 or 800-673-0366). George Tallow. **12**

DataModes Inc., 4200 Perimeter Center, Suite 202, Oklahoma City, OK 73112 (405-947-3887). Sales Dept. **1, 24**

Datanetics, 114 N. Beatty St., Pittsburgh, PA 15206-3002 (412-363-DATA). Jerry Lisovich. **1, 6, 28, 36**

DataSel Software, 12780 High Bluff Dr., San Diego, CA 92130 (619-793-2950 or 800-322-6160). John Tokar. **1**

DayFlo Software, 1363 Logan Ave., Costa Mesa, CA 92626 (714-474-2901 or 800-367-5369). Sales Dept. **1**

DCC Data Service Inc., 1200 18th St. NW, Suite 704, Washington, DC 20036 (202-452-1419 or 800-431-2577). Kay Efron. **36**

Decisioneering Inc., 1727 Conestoga St., Boulder, CO 80301 (303-447-6464 or 800-289-8550). Sales Dept. **27**

Delta Business Systems, 5900 Princess Garden Pkwy., Suite 711, Lanham, MD 20706 (301-794-6726 or 800-776-3484). Donna Clenott. **1**

Detail Technologies Inc., 29 Emmons Dr., Building A-2, Princeton, NJ 08540 (609-452-8228). Information Dept. **16**

Diamante Software, 11651 Plano Rd., Suite 160, Dallas, TX 75243 (214-341-6711 or 800-223-2165). Chris Dikmen. **12**

Digisoft Computers Inc., 245 E. 92nd St., New York, NY 10128 (212-289-0991). Peggy MacLean. **32**

Digital Marketing Corp., P.O. Box 2010, Walnut Creek, CA 94595 (415-947-1000). Bob Baker. **27**

Dilworth Software Inc., P.O. Box 100, 24321 San Juan Rd., Carmel-by-the-Sea, CA 93921-0100 (408-624-6500). Sales Dept. **28**

DISC Corp., 2550 Som Center Rd., Suite 200, Willoughby Hill, OH 44094 (216-943-5550). Susan Smith. **19**

Disk-Count Software Inc., 1751 W. County Rd. B, Suite 107, St. Paul, MN 55113 (612-633-0730). Mike Kimball. **15, 28**

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Epsilon Inc., 50 Cambridge St., Burlington, MA 01803-4610 (617-273-2630). David Heanny. **33**

Equifax National Decision Systems, 539 Encinitas Blvd., Encinitas, CA 92024 (619-942-7000 or 800-866-6510). Terry Munoz. **14, 15**

ESRI, 380 New York St., Redlands, CA 92373 (714-793-2853). ESRI Marketing Group. **13**

ETS Center, 849 Seven Gables Circle SE, Palm Bay, FL 32909 (407-728-8811 or 800-833-4777). L.O. Rexrode. **19**

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Experience in Software, 2000 Hearst Ave., Berkeley, CA 94709 (415-644-0694 or 800-678-7008). Sales Dept. **28, 29, 36**

Expert Technologies Corp., 3618 Burlington, Houston, TX 77006 (713-526-0909 or 800-327-8752). Steve Millhouse. **29**

E-Z Data Inc., 533 S. Atlantic Blvd., Monterey Park, CA 91754 (818-281-7540 or 800-777-9188). Sales Dept. **1**

Fairfield Management Resources Inc., 600 Woodfield Dr., Suite 1175, Schamburg, IL 60173 (708-706-9141). Tom Hanagan. **1**

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1st Desk Systems Inc., 7 Industrial Park Rd., Medway, MA 02053 (508-533-2203 or 800-522-2286). Ned Hinds. **5, 6, 12**

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800-387-SEEK). Sales Dept. **24**

Fleet Technologies Inc., 50 Scott Adam Rd., Suite 212, Hunt Valley, MD 21030 (301-683-0166 or 800-877-3533). Lyle Brecht **8**

FollowUp Software, 2456 Lakeside Ave., Cleveland, OH 44114 (216-589-5788 or 800-428-8457). B[illegible]immerman **1**

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Futurus Inc., 3131 N. I-10 Service Rd., Metarie, LA 70002 (504-837-1554 or 800-327-8296). Robert Martinsen **6**

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Gallagher Systems, 11860 Sunrise Valley Dr., Reston, VA 22090 (703-391-8000 or 800-366-1735). Carol King **7, 28**

Gateway Systems Corp., 4600 S. Hagdorn, Suite 110, East Lansing, MI 48823 (517-337-8960). Jim Zoellner **33**

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General Parametrics, 1250 Ninth St., Berkeley, CA 94710 (415-524-3950 or 800-223-0999). Sales Dept. **30**

Geographic Data Technology, 13 Dartmouth College Hwy., Lyme, NH 03768 (603-795-2183 or 800-331-7881). Susan McCowan **13**

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Goldata Computer Services, 129 Coulter Ave., Ardmore, PA 19003 (215-896-9440 or 800-969-9440). **12**

Good News Marketing Inc., 42 Windsor St., Arlington, MA 02174 (617-643-7131). Robert Gahtan **18**

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Group 1 Software Inc., 6404 Ivy Lane, Suite 500, Greenbelt, MD 20770-1400 (301-982-2000 or 800-368-5806). Dana Peta **5**

H&D Leasing, 3012 Wallace St., Clovis, NM 88101 (505-762-3324). Bill Hart **5**

Harris Publishing, 2057 Aurora Rd., Twinsburg, OH 44087 (800-888-5900). **5**

Hawthorne Software Co., P.O. Box 35, Hawthorne, NJ 07507 (201-304-0014). Linda Lido **13**

HI-TEK Computer Products Corp., 308 W. Erie, Chicago, IL 60610 (312-787-2000). Sales Dept. **28**

High Caliber Systems, 165 Madison Ave., Suite 806, New York, NY 10016 (212-684-5553). Al Schwendtner **12**

Hill Street Publishing, P.O. Box 616, Champaign, IL 61824-0616 (217-352-0003). Mary Auth **11**

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IBM Desktop Software, 472 Wheelers Farm Rd., Milford, CT 06460 (800-IBM-7699). Product Information Center. **30**

Idea Works Inc., 607 Jackson St., Columbia, MO 65203 (314-875-5827 or 800-537-4866). **31, 36**

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Information Management Consultants Inc., 7318 Harrison St., Omaha, NE 68128 (402-592-4544). Dave Foxall. **25**

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Information Retrieval Methods Inc., 1525 N. Stemmons, Carrollton, TX 75006 (214-242-2312 or 800-533-2312). Tom Williams. **28**

Information Science Assoc., 676 N. St. Claire, Suite 1880, Chicago, IL 60611 (312-787-2723). Lori Torman. **28**

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InfoTouch Marketing, 120 Walton St., Syracuse, NY 13202 (315-426-0515). George Monagle. **30**

The InMar Group, 4242 Piedras Dr., E. 78228, San Antonio, TX 78228 (512-733-8999). **2, 10**

Inquiry Intelligence Systems, 12842 Pennridge Dr., Bridgeton, MO 63044 (314-298-0599). Mike Moss. **12**

Inquiry Plus, 814 Eagle Dr., Bensenville, IL 60106 (708-595-5059). Ken Corradini. **34**

Instaplan Corp., 655 Redwood Hwy., Suite 311, Mill Valley, CA 94941 (415-389-1414 or 800-852-7526). Sales Dept. **23, 30**

Intelligent Information Systems Inc., 115 Evergreen Heights Dr., Pittsburgh, PA 15229 (412-931-7600). Debbie Karako. **25**

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Int'l Business Computer Aided Resource Directory Project, 1 Park Place S., Suite 1001, Atlanta, GA 30303 (404-651-2950). Stewart Anderson. **16**

Int'l Conference Management, 7152 SW 47th St., Miami, FL 33155 (305-661-5115 or 800-327-8338). Steve Adler. **19**

Int'l Software Technology Inc., 1112 7th Ave., Monroe, WI 53566 (800-356-0022). John Ditter. **11**

Interpretive Software Inc., 1932 Arlington Blvd., Suite 107, Charlottesville, VA 22903 (804-979-0245). Stewart W. James. **10**

Islandview Assoc. Inc.-MGI, P.O. Box 11087, Richmond, VA 23203 (804-673-5608 or 800-368-3773). Tanya Cole, Jason Surles. **9, 25**

JEB Systems Inc., 32 Daniel Webster Hwy., Suite 12, Merrimack, NH 03054 (800-821-1006). Donna Brock. **1**

JIAN, 127 Second St., Los Altos, CA 94022 (415-941-9191 or 800-346-5426). Sales Dept. **7, 10, 17, 18, 20, 27, 36**

JKL Marketing, 422 Industrial Dr., St. Louis, MO 63043 (314-291-1167 or 800-727-0128). Cliff Langston. **12**

John Deighton, 2103 Marston Lane, Flossmor, IL 60422 (708-798-8993). John Deighton. **14**

John M. Roche & Assoc., 205 Nelson Rd., Scarsdale, NY 10583 (914-472-5497). John M. Roche. **33**

K & A Software, 7 E. Chestnut St., Suite 401, Chicago, IL 60611 (312-642-2982). Emil Lipscomb. **18**

K/M Data Systems Inc., c/o Learning Resources Network, 1554 Hayes Dr., Manhattan, KS 66502 (913-539-5376, 919-370-2130, or 800-678-LERN). Julie Coates. **19**

Key Systems Inc., 4454 Cherokee Rd., Louisville, KY 40204 (502-897-3332 or 800-827-0376). Sales Dept. **1**

Keystone Software Systems, P.O. Box 65818, Salt Lake City, UT 84165 (801-266-3363 or 800-635-5753). Frank Glenn. **25**

Klynas Engineering, P.O. Box 499, Simi Valley, CA 93062 (805-592-1717). Scott Klynas. **13**

Konetix Inc., P.O. Box 17116, Boulder, CO 80308 (303-444-8771 or 800-326-2276). Lester Karplus, Mary Ruskusky. **1, 25**

KV Corp., 4633 Old Ironsides Dr., Suite 328, Santa Clara, CA 95054 (408-988-1828). Sales Office. **7**

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Logistics Data Systems Inc., 104 Decker Ct., Suite 200, Irving, TX 75062 (214-541-1537). **15**

Lotus Development Corp., 55 Cambridge Pkwy., Cambridge, MA 02142 (617-577-8500 or 800-343-5414). Sales Dept. **6, 20, 23, 27, 31, 36**

LSW Inc., 8240 Professional Place, Landover, MD 20785 (301-459-2323 or 800-255-4579). Roger Hancock. **12**

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M & T Publishing Co., 501 Galveston Dr., Redwood City, CA 94063 (415-366-3600 or 800-533-4372). Kelly Nash. **12**

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Management Advisory Services, 2401 Fourth Ave., 3rd Floor, Seattle, WA 98121 (206-441-0500). Tim O'Dell. **29**

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WordMARC Int'l Corp., 940 East Meadow Dr., Palo Alto, CA 94303 (415-813-8989 or 800-835-2400). Celine Cebedo **36**

WordPerfect Corp., 1555 N. Technology Way, Orem, UT 84057 (801-225-5000 or 800-451-5151). Information Services Dept. **4, 6, 30**

Working Computer, 4755 Oceanside Blvd., Oceanside, CA 92056 (619-945-9334 or 800-334-3001). Lisa Waggoner **2**

Xcelsoft Inc., 220 Dogwood Ave., Melbourne Beach, FL 32951 (407-725-3594). Gary Kranengold **7, 25**

XYZT Computer Dimensions Inc., 150 Broadway, Suite 1001, New York, NY 10038 (212-608-6655). **11, 28**

Zenographics, 4 Executive Circle, Suite 200, Irvine, CA 92714 (714-851-6352). Cynthia Hartwell **9**

Zone1 Inc., 382 Nalley Dr., Suite 101, Stone Mountain, GA 30087 (404-381-8659). **24**

ZS Assoc., 1800 Sherman Ave., Suite 700, Evanston, IL 60201 (708-492-3600). **13, 28**

ZSoft, 450 Franklin Rd., Suite 100, Marrietta, GA 30067 (404-428-0008). Sales Dept. **4, 9**

SALES & MARKETING MANAGEMENT

JANUARY 1992
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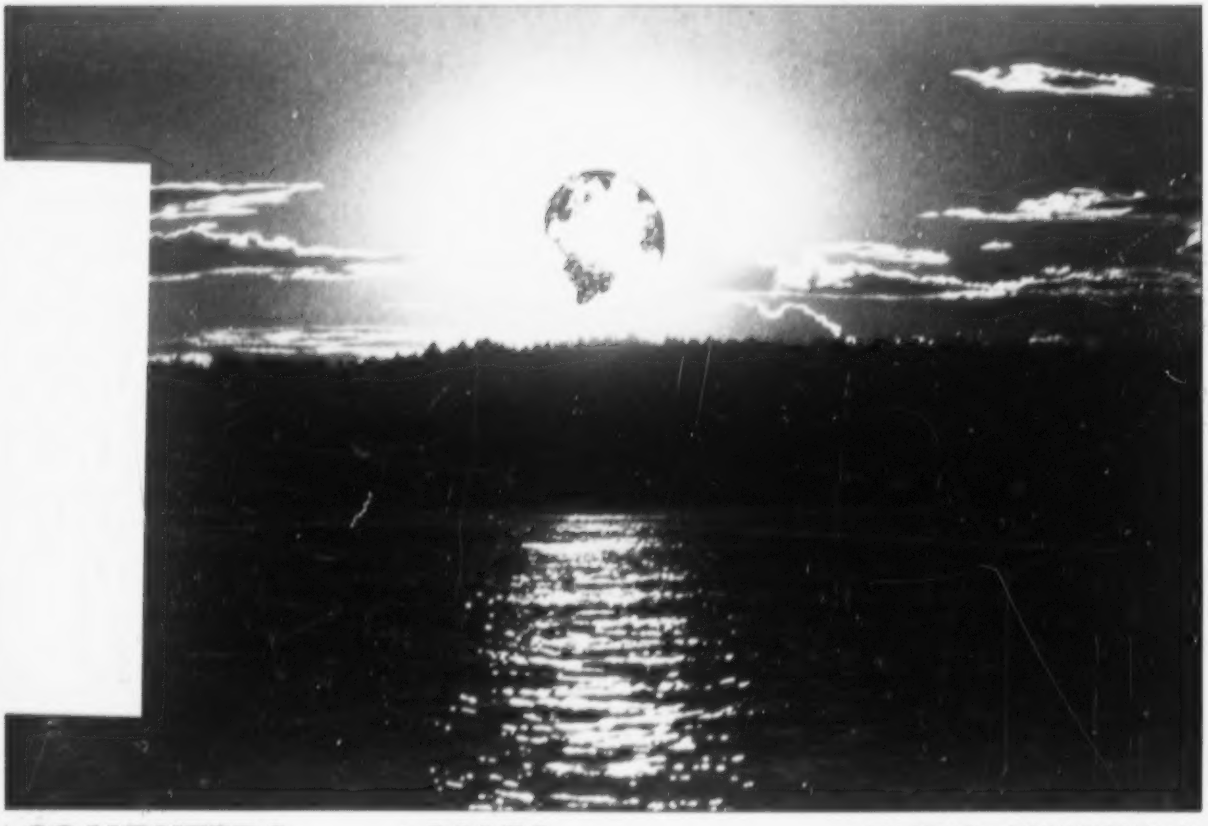
FOUR DOLLARS

GOING GLOBAL
A NEW PERSPECTIVE



COMPUTERS
Automation: Pointers On Process

SALES MANAGEMENT
The Precision Selling Payoff

BEDA AWARDS
Readers Choose Their Favorite Dining Spots

JANUARY 1992
A BILL PUBLICATION
ESTABLISHED 1918

SALES & MARKETING MANAGEMENT

COVER BY JOAN TUROW AND JOY SATTERWHITE

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ABP BPA

MEDIA OUTLOOK: THE BYWORD IS "FLEXIBILITY"

The bad news for media companies may be good news for marketers.

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There's no easy way to put this, no way to get around the reality: The outlook for assorted media markets—broadcast and cable TV, newspapers, outdoor, radio, consumer and business magazines—isn't good. In fact, it's downright threatening for some media companies.

It's not exactly 1929—media executives aren't jumping out of windows—but staffs are being cut, some companies are folding, and all of them are tightening their belts in response to poor market conditions. Here are a few examples:

- At CBS Inc., 400 people were laid off over the last year or so, amounting to a 6% reduction in the work force. At the *Atlanta Journal and Constitution* there was a similar 2.5% reduction.
- Cahners Publishing and Gralla Publications, trade publishing houses that have traditionally been bellwethers of stability in parlous times, announced staff reductions of 7% and 21%, respectively.
- According to the September/October 1991 issue of the *Columbia Journalism Review* (*CJR*), ad linage at the *Wall Street Journal*—the foremost business publication in the world—dropped 9.7% in 1990, 21.2% in the first quarter of 1991, and 9.4% in the second quarter.
- In the first six months of 1991, Gannett's earnings were down 20%, the New York Times Co.'s were down 76%, and ad pages at Media General were off by 50%.
- A *CJR* chart of advertising revenues for 10 major media companies showed decreases—ranging from 3% for Hearst to 12% for both Times Mirror and NBC and 13% for CBS TV—from the same period a year earlier.
- *Media Industry Newsletter* (*MIN*), in an item titled "The Summer Was Grim," reported that ad industry publications—including *Advertising Age*, *ADWEEK*, and related publications in the BPI stable—were down in advertising pages by 41.95% between July and September, and an aggregate of 30.35% through 1991's third quarter against the same period in 1990.
- *MIN*'s "Weekly Boxscores" of advertising page comparisons for major consumer publications showed year-to-date drops for stalwarts like *Business Week* (19.14%), *The New Yorker* (19.73%), and *People* (11.19%). The few bright spots included *USA Weekend*, up 0.6%; *Entertainment Weekly*, up 7.93%; *Parade*, up 3.27%; and, interestingly, *The Congressional Quarterly*, up 19.12%. And on November 7, Time Warner simply eliminated *Life*'s 12-person advertising sales staff altogether. Instead, the sales staff of *People*, in the perhaps naive hope that they can "piggyback" a buy in one magazine into a buy in the other as well, will also try and sell *Life* while on calls.
- As for broadcast TV, revenues were down 4.9% overall for the first half of 1991 vs. the first half of 1990, according to the Television Bureau of Advertising (TVB). Spot TV, for example, was down 8.4% to $2.4 billion, local was down 4.9% to $2.3 billion, and network was down 7.1% to $4.8 billion. Only national syndication revenues (including those from the Fox network) were up, rising 23.9% to $900 million.
- Of the top 25 advertising categories for local TV advertising, only six showed advertising revenue increases (five were in the range of 1% to 6%). The only significant increase was the 23% posted for appliance stores. The remaining 19 showed percentage declines of up to 31% (this last was for the especially troubled hotel and resort industry)

SHARING THE MISERY

"The only comfort we can take in these figures is that our competition is suffering losses as well," says Jim

CARL WESLEY

SALES & MARKETING
FUTURE CLASH
SPEED LIMIT 50
WESLEY

Joyella, president of the TVB. "For the first half of '91, magazine revenues are down 6.5%, radio billings are off about 4%, and newspapers have posted a 7.1% decline. It's clearly an overall slump in the U.S. media economy that we hope will turn around in early '92."

Maybe so. But in the meantime, there's some good news for marketers—both business-to-business and consumer alike. It starts, oddly enough, with the announcement of the premiere issue of a new quarterly magazine from the Assn. of National Advertisers (ANA) called *The Advertiser*. Leaving aside any consideration of the magazine's editorial content, its mere existence (plus its 47 ad pages) indicates that companies that advertise—in this instance the 250 "big guys" out there—are determined to wield some clout themselves.

In other words, no longer will the people on the media side set *all* the basic rules themselves. To judge from just one issue of *The Advertiser*, it's negotiation time again.

A few years ago, for example, the print advertising committee of the ANA let the newspaper industry know—in no uncertain terms—of its

Net Income of Media Companies, 1990

COMPANY	1990 SALES (MIL.)	1990 NET INCOME (MIL.)	% NET DOWN FROM 1989
Capital Cities/ABC	$5,480	$478	-1.6
Times Mirror	3,633	180	-39.0
CBS	3,516	111	-63.0
Gannett	3,446	377	-5.0
Knight-Ridder	2,305	149	-40.0
New York Times Co.	1,777	65	-76.0
Dow Jones	1,728	107	-66.0
Washington Post Co.	1,439	175	-12.0

SOURCE: *Fortune*: April 22 and June 3, 1991

great displeasure with a situation large and small advertisers alike have long resented: the fact that newspapers have long given special rates and positioning consideration to retailers. From the newspapers' point of view, of course, this only made sense, since retailers have been newspapers' bread-and-butter advertisers for more than 75 years.

But in the first half of 1991, retail advertising expenditures in newspapers declined 8.03%, according to the Newspaper Advertising Bureau (NAB), while advertising expenditures overall decreased 7.05%. National advertising, on the other hand, kept the faith with a relatively minor 0.12% drop. The question is, does this kind of "faith keeping" by advertisers merit reward in kind? Some articles in *The Advertiser* indicate it does—not only for national advertisers but for all other non-retail advertisers as well.

The debate rages on, but the bottom line is this: Advertisers have gained a sudden, selective clout they never had before.

"I go into a sales call with a rate card and some suggestions," admits the publisher of a leading trade publication who prefers to remain anonymous, "but I also go with a willingness to listen. And if that sometimes means that by the end of the call I've had to totally change what I'm offering and what it costs, fine. I'm still making a sale of some sort, and that's enough today.

"It's not like it used to be," he continues, "when you used to read articles in media industry publications about whether or not it was wise—or ethical—to go off the rate card. Instead, today, it's useless to even start with the rate card. You've got to be flexible. And you've got to talk up *flexibility* the moment you walk in, sit down, and begin selling. It's no longer just 'Here's what we can do for you.' Because we're not mind-readers, we have to ask advertisers and marketers right up front, 'What would you *like* us to do for you?' And then you try and find some common ground, some points you can work on together, and some pricing that fits the available budget. That's the new reality of flexibility. And after twenty years in this business, I'll bet it's the same in every kind of media."

Jack Berkowitz, publisher of *News, Inc.*, a trade publication aimed at top newspaper management and marketing people that competes for advertising with the venerable *Editor & Publisher*, says much the same thing. Berkowitz stresses that although he never goes off the rate card on a call, he also never goes into a sales call without several options for his advertisers. He, too, emphasizes both the urgency and efficacy of flexibility.

It's a term that has also become a part of the ad agency's lexicon—though it isn't always labeled as such. Speaking at a forum at The Center for Communications in New York City entitled "Advertising: Selling Time or Selling Out?" Ed McCabe, chairman of McCabe & Co., noted that agencies making presentations to client companies now use the term "rub-off" to indicate nontarget audience segments they try to pick up with their media programs, in addition to duly-targeted segments. The investment and interest in "rub-off," McCabe seems to be saying, is inevitable in *any* advertising media, given current market conditions.

THE NEW MASS MARKETS

The notion of "rub-off" also suggests, in some small way, that traditional mass marketing isn't as dead as some niche marketers would have us believe. It may simply be that there's no lock on mass media anymore, given the number of options available to any consumer armed with cable and a VCR.

Many marketing campaigns obviously unfold on a regional basis or niche. That doesn't necessarily preclude their being interested in mass distribution, however, especially given McCabe's suppositions about rub-off. A heterogeneous audience is simply being made available in smaller—and more affordable—segments. How else can you explain those carpet-floor covering or appliance stores that have upped their local TV advertising by 6% and 23% respectively than as mass marketers in search of a larger mass? Area rugs and coffeemakers, after all, are very much mass-market items. ►

Comparative Rankings by Revenue Of Communications Industry Segments

COMMUNICATIONS INDUSTRY SEGMENT	NUMBER OF COMPANIES IN SEGMENT	1990 ADJUSTED SEGMENT REVENUE (BIL.)	(% OF TOTAL)
Newspaper publishing	38	$19.0	17.50%
Television & radio broadcasting	64	17.9	16.5
Business information services	52	16.6	15.3
Cable TV	44	14.9	13.7
Filmed entertainment	38	12.3	11.4
Magazine publishing	24	8.5	7.8
Advertising agencies	9	6.8	6.3
Book publishing	25	6.4	5.9
Recorded music	6	6.1	5.6
Nine-segment total	$300	$108.5	100.0%
Miscellaneous communications	44	5.8	
Communications industry total	$344	$114.3	—

SOURCE: Veronis, Suhler & Assoc.

End-User Cost Per Person Per Hour

MEDIUM	1985	1990	DIFFERENCE
Television	$0.30	_ $0.05	$0.02
Broadcast TV*	0.00	0.00	0.00
Cable TV*	0.20	0.20	0.00
Radio	0.00	0.00	0.00
Recorded music	0.14	0.18	0.04
Newspapers	0.25	0.29	0.04
Consumer magazines	0.27	0.46	0.19
Home video†	1.01	1.19	0.18
Movies	1.79	2.29	0.50
Average	$0.07	$0.11	0.04%

SOURCE: Veronis, Suhler & Assoc., Wilkofsky Gruen Assoc.
*Although broadcast TV programs are also reviewed via cable systems, the cost of cable in these calculations is allocated to cable-originated programs.
† Per household.

There are other indications that the mass market still exists, though marketers may not want to identify it as such. The new Bill Cosby retread of the old Groucho Marx television quiz show *You Bet Your Life* may be passing up the networks for syndication—the only segment of broadcast TV that saw a growth revenue for 1991—but not to forsake the mass market audience. As of late October, Cosby's production company, Carsey-Werner, had more than 35% of the country cleared with sales to local television stations for fall '92.

Cable TV, incidentally, is also growing in acceptance as a mass marketing vehicle. According to *1991 Cable TV Facts*, published by the Cable Advertising Bureau, cable had achieved penetration of 59% of American households by the end of 1990, up from 46.2% in 1985. Through those same years, cable advertising revenues grew from $815 million ($167 million for local cable, $14 million for regional sports, and $634 million for cable networks) to $2.5 billion ($635 million in local cable, $102 million in regional sports, and $1.8 billion in cable networks).

As a result, cable is finally a major player—and a popular one, too. A Roper Organization poll of 2,000 adult TV viewers showed that in 1989, 47% of those surveyed found cable "full of variety" as opposed to 28% feeling that way about broadcast TV. And while 30% noted that broadcast TV is "getting worse," only 12% felt that way about cable. (Only 16% of those surveyed, however, felt cable was "getting better" as opposed to 19% who felt that broadcast TV had indeed tried hard to improve its act.)

MORE MEDIA OPTIONS

Besides the return of the mass market—by stealth and/or rub-off—there's more good media outlook news for marketers in other areas.

In outdoor advertising, for example, Tom Teepell, senior vice president of the Institute of Outdoor Advertising, has talked to three or four major members about their results. "It looks like they'll be reporting two- to three-percent increases in revenues for 1991," Teepell says, although he cautions that all the figures haven't been compiled yet.

"With a few exceptions, outdoor advertising companies are usually run by entrepreneurs," he adds, "not big conglomerates. So they're run somewhat differently. They don't have the big overhead that leads to big losses for media companies."

Teepell notes that 1990 was a good year for those same entrepreneurs, since outdoor advertising reaped $1.5 billion in revenues, "and that was in a relatively flat economy." As for the industry as a whole, he thinks "we came out of it relatively unscathed—at about the same as we did the year before. And we came out of it with two of our previously biggest categories, liquor and tobacco, declining. That's because we identified new areas of opportunity for outdoor, and that's where entrepreneurial-type companies can move quicker than others. I'm really encouraged, and quite frankly, I expect the same kind of results for 1991 when all the figures are in. We could close at about a two-percent increase in revenues, and I think any medium would accept that kind of increase in this economy."

It's a similar situation in radio, the advertising medium of portability and 24-hour convenience, and the medium Americans of all economic levels traditionally spend the most time with during the key shopping hours of 6 a.m. to 6 p.m. (when most purchases are made).

Laura Morandin, communications manager of the Radio Advertising Bureau, cites a year-to-date index of radio revenue pool numbers showing that for January through August 1991 vs. the same period in 1990, "Radio advertising revenue is down 2.9%. But that doesn't include network radio, which is up 1.7%." However, Morandin admits that network radio is a very small segment of an overwhelmingly localized market. In 1990, she adds, "Radio revenue grew 5%."

Furthermore, a recent *New York Times* story quoted Robert Coen, a media analyst for McCann-Erickson in New York City, as predicting that radio will be the only advertising-driven

Growth Forecast of Communications Industry Spending

CATEGORY	1991	1992	1993	1994	1995	CAGR*
Television broadcasting	1.9%	7.2%	5.4%	9.2%	6.4%	6.0%
Radio broadcasting	4.0	6.5	8.2	7.8	6.6	6.6
Cable TV	9.3	8.1	7.9	8.7	6.9	8.2
Filmed entertainment	6.1	9.3	9.7	8.8	7.6	8.3
Recorded music	6.0	3.1	4.9	5.0	5.1	4.8
Newspaper publishing	0.6	4.5	6.4	9.4	6.8	5.5
Book publishing	4.1	7.9	8.4	8.2	8.7	7.4
Magazine publishing	3.2	3.9	7.0	10.2	7.3	6.3
Business information services	7.6	8.4	8.5	8.6	8.7	8.4
Total spending	4.1%	6.6%	7.4%	8.8%	7.3%	6.8%

SOURCE: Veronis, Suhler & Assoc., Wilkofsky Gruen Assoc.
*Compound annual growth rate

entertainment medium to gain revenue in 1991. Morandin concurs, saying that "the final results should show about a one-percent increase." Obviously, this will be largely attributable to stepped-up advertising before Christmas, but it's hard to argue with the facts: If marketers are concerned about 24-hour, 7-day-a-week flexibility, radio is always there—and at prices well-known to be lower than, say, spot TV or newspaper advertising.

For business-to-business advertisers—in spite of the fact that ad pages are down some 5% to 20% (and more)—what the American Business Press (ABP) has termed "specialized business publications" may still remain a marketer's best buy—particularly if the economic situation remains unstable.

According to a recent ABP survey of more than 13,000 "business and professional buying influencers," industrial and professional buyers alike gave specialized business publications a usefulness rating of 75.1% on a scale of 100%. Salespeople, by contrast, were rated 67.6%, followed by trade shows at 66%; conventions/seminars, 60%; direct mail, 56%; directories, 47%; general business publications, 36%; daily newspapers, 32%; news magazines, 25%; network TV, 22%; radio, 21%; consumer magazines, 21%; and, finally, cable TV, 16%.

These overall results were similar to those achieved among 11 specific "influencers" analyzed: architects, the grocery industry, telecommunications managers, the trucking industry, the restaurant and food services market, the packaging industry, office equipment and supplies dealers, physicians, home improvement retailers, the chemical industry, and, most impressive, marketing and advertising industry professionals.

Better yet, the study further showed—on a cost-per-contact scale based on the average six-time, four-color page rate of publications participating in the study vs. published rates (or generally accepted industry averages) for the other options considered—that specialized business publications also make the most dollar sense. They average only 15¢ per contact, as opposed to 73¢ for direct mail, $1.21 for general business magazines, $23.25 for telemarketing, $137.50 for trade shows, and $248 per sales call.

THE FORECAST

In that bible for leveraged buyout brokers, buyers, and investment bankers otherwise known as *The Veronis, Suhler & Associates Communications Industry Report* (October 1991 edition), its authors note that "communications industry spending is expected to increase to $262.8 billion by 1995, growing 6.8% on a compound annual basis. Advertiser spending is projected to expand at a 6.1% annual rate, while end-user spending growth is estimated at 7.4%. By 1995, advertiser spending will reach $112.2 billion; end-user spending will rise to $150.7 billion." The report, incidentally, is based on the analysis of data from 274 publicly reporting companies "participating in 344 lines of business in the communications industry."

The report makes similar projections for every segment of the communications industry: TV, radio, cable TV, films, the recording industry, newspapers, book publishing, magazines (of all kinds), and even business information services, where Veronis, Suhler & Assoc. predicts that "spending will increase at an 8.4% compound annual rate, rising from $22.8 billion in 1990 to $34.0 billion in 1995."

The above figures, to be sure, are only projections (albeit ones based on five-year financial performance reviews), and even the Veronis, Suhler report admits that "in 1990, the crisis in the banking system curtailed liquidity throughout the economy. That crisis, combined with developments in the Persian Gulf and the sharp drop in consumer confidence, plunged the economy into a recession...."

Nonetheless, these projections, fundamentally optimistic ones, predict that advertisers, marketers, and the media they utilize will indeed climb out of the "slough of despond" (to borrow a phrase from John Bunyan's *Pilgrim's Progress*) they currently find themselves in.

The immediate situation, however, remains somewhat grim. A survey by Beta Research Corp. conducted for *Advertising Age* of both advertisers and their agencies noted that more than 60% of the agencies responding said the recession has led their clients to cut their business-to-business media budgets in 1991; another 26% said budgets were the same for 1991 as they had been for 1990. Among the clients surveyed, however, more than 43% reported business-to-business budget *increases*, 41% said their spending levels were flat, and 15% said their budgets had been cut during the current recession.

Advertisers have now gained a sudden, selective clout that they never had before.

More ominously for the communications industry—but also a sign of increased opportunities for marketers willing to take some chances in this vascillating economy—52.5% of agency respondents to the same Beta Research study noted that the recession has resulted in active rate discounting. In turn, 47.5% advertiser respondents noted that if a media decision came down to making a choice between one of two properties, they'd opt for a *value-added* one at additional cost, 29.7% would favor one without any value-added options, and 22.8% would favor neither. Yet, a huge 75.2% of advertiser respondents expect those same value-added options to be offered *at no additional cost*, while only 22.8% expect to pay more.

The myriad opportunities, it seems, are still out there and are likely to stay there for some time to come. The same is true for the new flexibility, which business-to-business advertisers now await as a matter of course. And they may not even have to pay extra for it.

In fact, flexibility and compromise would seem to be the order of the day for *all* media. As the eminent advertising industry authority Dr. Leo Bogart (former executive vice president of the NAB) noted recently when speaking before the Freedom Forum Media Studies Center of New York's Columbia Univ., "While the glory of the American media is its dedication to craftsmanship and public service, it's also always constrained by the business necessities of survival."

And more than one media executive will agree with Bogart that "the rationalization of compromise is always the need to live and fight again another day."

AUTOMATION: POINTERS ON PROCESS

Before leaping to automate your sales and marketing function—do your homework.

BY BARTON GOLDENBERG

In the December 1990 issue of S&MM, *Barton Goldenberg provided a handy guide on how to select the right sales and marketing applications software. The article, "How to Pick the Best from the Rest," generated hundreds of calls from end users wanting to know how to automate their own sales, marketing, and/or customer service functions.*

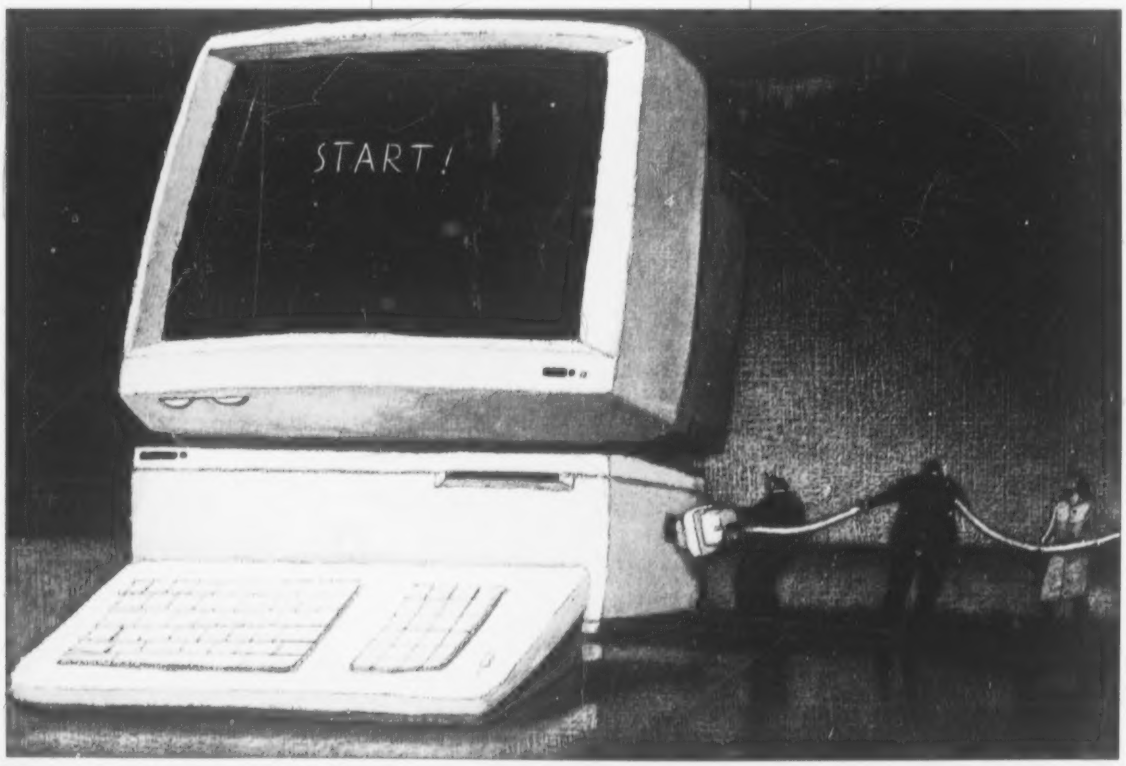
During the past six years, Goldenberg has applied a four-stage "getting started" program for his clients in the U.S. and Europe. The following article details this process.—Ed.

Bringing your sales force into the computer age involves equal amounts of reflection and action. To proceed without a well-thought-out plan means risking the solid foundation that's essential to a successful automation program. For those of you about to embark on this important journey, I offer the following guidelines—a series of signposts on the road to hi-tech enlightenment.

STAGE ONE: PREPARATION

In the preparation stage, you should form a project team consisting of the following:

- **A project champion,** preferably a



DAVE CUTLER

senior executive, responsible for ensuring appropriate managerial and financial backing throughout the project. The project champion will be involved, on average, six hours per month during the 6- to 12-month project life cycle.

- **A project leader,** who's responsible for implementing the project on a day-to-day basis. This will usually be a full-time position during the project's life cycle.
- **A project user group,** comprising sales and marketing end users who are responsible for providing input to the project leader during the project's conceptualization phase, and who test the system during the design and implementation phases. The project user group will be involved, on average, eight hours per month during the 6- to 12-month project life cycle.

The project leader's first task is to draw up a description of the proposed sales and marketing automation project. This initial description should be driven first and foremost by the company's business strategy and should begin to describe how automation will improve existing business processes—or even change them, if this is necessary to get the full payout from automation.

STAGE TWO: APPROVAL

Here, your objective is winning management approval for your proposed automation system. The critical importance of this phase can't be overemphasized, since acceptance of your project may require sign-off from sales management, customer service management, marketing management, and other top executives.

We've also found that a Business Concept Paper is a valuable document that can help create and ensure top management commitment to the sales and marketing automation project. The Paper should address such issues as objectives and end vision; key drivers; principal benefits; alternative approaches and costs; implementation recommendations; and an action plan.

STAGE THREE: S.A.M.A.N.A.

In order to ensure that the project will satisfy its users' requirements, it's necessary to perform a formal, in-depth analysis of users' needs, a five-step process that we label our "Sales and Marketing Automation Needs Audit."

The audit starts off with brainstorming sessions conducted with users to reveal their "perceived" needs. This is followed by the distribution of needs analysis questionnaires, which identify such issues as users' key decisions, as well as internal and external requirements. If possible, team members should also observe users in actual contact with customers and/or suppliers, in order to reveal daily work procedures and confirm external requirements, in addition to uncovering other areas of importance to the project.

You're now ready to produce a formal needs analysis report. This usually consists of: 1) an *overview,* which includes sections covering observations, statement of needs, recommended solutions, benefits of implementation, and next steps (such as a request for proposal); and 2) *appendices,* which include the tabulations resulting from the brainstorming sessions, the questionnaires, observation of user/customer interaction, and any other supporting analyses.

The needs analysis report should then be submitted to the project champion, who will eventually present it to the company management team.

STAGE FOUR: NEXT STEPS

Based on the results of your Sales and Marketing Automation Needs Audit, your next steps will likely include:

- Designing a pilot system based on your company's specific needs, including business functions, technical features, compatibility with existing computer hardware, etc.

The Rewards of Automation

Information Systems Marketing recently completed a sales and marketing audit for a copying machine maker that measured both the impact and potential of automated systems on sales force productivity.

The audit determined that automating activities such as lead tracking, time scheduling, and account profiling would result in an average time savings of one hour per day per salesperson. Sales reps would gain an additional 26 *days* of work time a year. Similar measurements for customer service reps and top management showed savings of 30 minutes and 20 minutes per day, respecfively.

But time saved isn't the only reward. Proposal generation, an arduous task for both sales and marketing departments, would become far more user-friendly, because many proposal components—such as standard proposal paragraphs, on-line pricing information, and customer information (name, address, discounts, etc.)—can be automatically incorporated through automation.

It was recommended that a Dun & Bradstreet prospect database the client was using be supplemented with a data entry function whereby users could enter new prospects from a variety of sources, including cold calls, telemarketing, trade shows, etc. Customer prospects could then be sorted and assigned according to pre-defined criteria. The end result: more (and better) prospects.

Most dramatic of all, however, was automation's impact on the bottom line. Overall sales force productivity would increase by a minimum of 20% per year, and base business could be met and exceeded by a minimum of 10% per annum.

- Establishing quantifiable measurements for assessing the benefits of the pilot system. These include increases in time spent on sales calls, proposal generation, and order closing, and decreases in the time spent searching for prospects and performing administrative tasks.
- Selecting a vendor to custom-tailor your company's pilot system or choosing an off-the-shelf sales program that best addresses your needs (see *S&MM*'s "Directory of PC-Based Sales & Marketing Applications Software," December 1991).
- Implementing your company's pilot system with some or all of the company users.
- Monitoring the results of the pilot .
- Reviewing the pilot system results against the quantifiable measurements noted above.
- Making a decision on whether or not to go ahead with the "full build" and rollout of the proposed sales and marketing automation system.

Granted, this may seem a bit overwhelming at first, but by utilizing your internal staff—including the full-time project manager—the entire four-stage process described here should only take six to 12 months to implement. Or, if your budget permits, you can jump-start the process by using external sales and marketing automation experts, who should be able to complete the program in three to six months.

Before you jump in, however, remember that the sales and marketing automation graveyard is filled with the bones of well-intentioned efforts that failed—mostly due to inadequate or hasty foundation-building. The best guarantee for a successful sales and marketing automation program? Follow this simple piece of advice: "Homework first; automation second."

Barton Goldenberg is president of Information Systems Marketing, a Washington, D.C., marketing consulting firm. The second edition of ISM's Annual Guide to Sales and Marketing Automation *is available this month.*

SFA Revenues to Quadruple by 1997

While many executives are still waiting for solid proof of sales force automation's (SFA) payoff, those looking for a competitive edge will kick SFA hardware spending into high gear—from an estimated $3 billion this year to more than $10 billion by 1997—resulting in a compound annual growth rate of 27.5%.

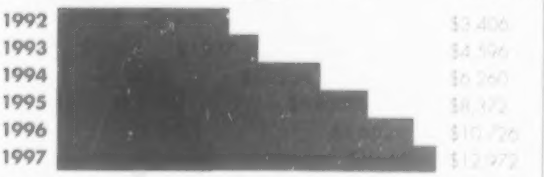
This glowing forecast appears in *Sales Automation Equipment Markets and End-User Strategies*, a newly released report by Market Intelligence Research Corp. (MIRC), a Mountain View, Cal.-based research firm that tracks hi-tech industries. In an earlier report, MIRC predicted that SFA software revenues would skyrocket from $413 million to more than $2.5 *billion* during the same five-year period, resulting in a combined hardware/software market gain of 500% between 1992 and 1997.

Noting that "resistance to sales automation has been strong," the report notes that much of this skepticism is being whittled away by greater functionality and lower prices of portable computing and communications gear, as well as such factors as increasing work force computer literacy and the continued success of existing installations.

Large field sales forces and telemarketing sales forces have been the quickest to adopt SFA, the report says, adding that "much of the future growth will come from small to midsize firms, manufacturers' reps, and other independent salespeople."

In addition, SFA will become a worldwide phenomenon in the nineties, as more corporations gear up for global marketing. Between 1990 and 1997, the report states, Europe's share of total SFA equipment sales will double—from 11.6% to 23.1%; the U.S. share will slip from 82.6% to 67.4%, and the "rest-of-world" share will rise from 5.8% to 9.5%.—*TCT*

Soaring Sales Force Automation Market Revenues



SOURCE: MIRC, *Sales Automation Equipment Markets and End-User Strategies and Sales Automation Software Markets*

BY THAYER C. TAYLOR, SENIOR EDITOR

LAPTOP USE IN SALES TRIPLES IN FOUR YEARS

If portables were the only bright picture in last year's lackluster PC industry sales, much of the credit goes to the mushrooming growth of sales force automation (SFA) programs, especially among blue-chip companies. In recent months, for example, AT&T, Honeywell Bull, IBM, and NCR began outfitting approximately 50,000 salespeople with laptops.

A new *S&MM* subscriber survey reveals that the share of companies rolling out SFA programs has tripled since the mid-eighties. Just under half (43%) of the respondents to this survey report their reps are using computers vs. only 14% in 1987.

Overwhelmingly, the firms cite the hope of boosting sales productivity as the chief catalyst for their SFA programs. Helping salespeople organize their activities more efficiently runs a close second.

Despite the rush of firms jumping on the SFA bandwagon, however, the leading software applications show little change from the mid-eighties. Retrieve/review data is by far the most widely used application, followed by proposals/presentations and building a database.

The most significant change is the sharp gain posted by proposals/presentations, which rose from third to second place, forcing building a database from second to third in the rankings. This is because, in addition to making a sales call more persuasive through the use of graphics, laptops also help salespeople build proposals in less time. By pulling the necessary product and price specs, discounts, and terms together from various databases (rather than poring through several bulky manuals), salespeople are able to shave hours from this often laborious process. Building a database, on the other hand, remains popular because it's a necessary foundation for target marketing.

A second major shift in applications emphasis is the greater interest in account management. Account tracking jumped from eighth place in the 1987 survey to fourth this year. One factor is the explosive growth in account management software, peren-

Continued on page 89

TABLE 1

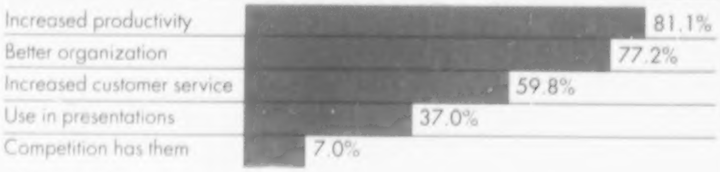
How Laptop Users Rank Applications

	1991		1987	
APPLICATION	**CURRENTLY USE**	**WOULD LIKE TO USE**	**CURRENTLY USE**	**WOULD LIKE TO USE**
Retrieve/review data	71.7%	8.7%	61%	14%
Proposals/presentations	58.1	19.7	37	31
Build database	55.9	17.3	59	16
Account tracking	48.0	16.5	25	20
Budget preparation	47.2	16.5	35	20
Sales forecasts	46.4	19.7	33	18
Long-/short-range planning	32.3	22.0	27	22
Lead tracking	28.3	24.4	*	*
Market/customer analysis	28.3	26.8	27	28
E-mail	26.0	22.8	25	31
Order entry	13.4	19.7	20	18
Customer leave-behind	7.0	20.5	4	12
Media planning	3.9	22.8	6	16

*Category not included

TABLE 2

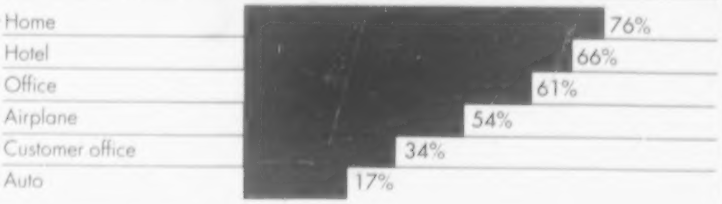
Why Salespeople Use Laptops



Note: Total exceeds 100% due to multiple answers

TABLE 3

Where Salespeople Use Laptops



Note: Total exceeds 100% due to multiple answers

SOURCE: *Sales & Marketing Management, 1991 Laptop Computer Market Research Report*
© *Sales & Marketing Management*

you might expect—except that all of the participants were under 28 years of age! And let's not forget that ever-present nemesis—*stress*.

Believe it or not, all these obstacles to your sales team's performance can be managed. In future columns, we'll address specific ways to attack each one individually.

LEADING BY EXAMPLE

Perhaps the best place to start upping the wellness quotient of your sales team is with yourself. What follows is a quick "Healthy Habits Assessment" that will help you find out what kind of shape you're in. Take a minute to read it through. What you'll find may surprise you.

1. To what extent, on a scale from 1 (very satisfied) to 5 (very dissatisfied) are you satisfied with your current overall health and wellness?
2. On a scale of 1 (none at all) to 5 (way too much), how much stress are you feeling at this time in your work life?
3. What kinds of health problems (including musculoskeletal), if any, have you had within the past two years?
4. Do you smoke? Do you drink more than one serving of alcohol per day? Has anyone in your family died from heart disease before age 50?
5. Are your blood pressure, resting pulse rate, serum cholesterol, and HDL/LDL ratio within the normal range?
6. Are you overweight? How many pounds would you like to lose?
7. Do you do regular cardiovascular exercise three to four times a week for 30 to 60 minutes to keep physically fit?
8. How nutritiously do you eat? Do you eat meals at regular times?

If you find that some of your health habits could stand improvement, I invite you to stay tuned for future columns. Help is on the way!

We also want to hear what your companies are doing, or need to do, to better address this important issue. Send us your stories. I guarantee your health, your employees' health, and your sales department's productivity will improve significantly as a result.

In closing, remember that William Shakespeare perhaps said it best: "Self-love is not so vile a sin as self-neglect."

Sandra Lotz Fisher, a former director of fitness and health of the YWCA of New York City, is president of Fitness by Fisher, a New York-based company that customizes fitness, stress management, and wellness programs for corporations.

Continued from page 87

nially the second-largest category in *S&MM*'s annual "Directory of PC-Based Sales & Marketing Applications Software"—topped only by sales management. Last year, the category grew 22% vs. 20% for all such software titles. A more important factor, however, is that such packages make it easier for salespeople to stay on top of where their accounts stand in the sales cycle, allowing them to chart such things as sales potential, contacts, date and subject of the last call, and timing of the next call.

And although laptops give field salespeople the ability to communicate electronically with branch offices and headquarters—thus cutting down on time-wasting telephone tag—the area of E-mail continues to lag. This function ranks a low tenth among 13 applications surveyed, and cost is probably the biggest deterrent. In fact, with price cited as the most important consideration in laptop purchasing (40%), chances are that relatively few of the machines will be outfitted with modems, which are essential for E-mail.

Among the 80% of respondents who plan to buy more laptops for sales personnel, lower cost, less weight, and longer battery life top their wish list.

Computer firms still face a massive education job in converting holdouts to SFA, however. Among firms that haven't bought into SFA, "no perceived need" is far and away the primary reason—as it was in 1987—with budget constraints placing second in both surveys.

"MIDDLE-CLASS" REPS PROFIT MOST FROM SFA

Who gains the most from sales force automation? According to Arthur Sciarrotta, director of management consulting services for the accounting firm Coopers & Lybrand, those who reap the biggest benefits are the middle 60% of a company's sales force.

Speaking at the recent user conference of the newly formed Sales Automation Assn. (SAA), Sciarrotta, who has had considerable experience advising clients on SFA payback, asserted that the top 20% of a company's reps will continue to be leaders regardless of SFA, while the bottom 20% will, as always, be hard to improve.

However, Sciarrotta stressed that even a small gain in productivity results in hefty returns, citing the case of a company with 200 sales reps who average annual revenues of $500,000 and call on three customers a day. By having each rep make two additional calls per week, this could bring in $13 million in incremental revenues (based on 220 work days per year). This is the equivalent, says Sciarrotta, of adding 26 salespeople.

As for the necessary investment, Sciarrotta placed the total costs of SFA (hardware, software, and training, as well as ongoing elements such as licensing and communications) at $12,000 to $15,000 per rep, and the implementation cycle from 18 to 34 months.

TOGETHERNESS THROUGH SOFTWARE

As sales force automation (SFA) matures, the ability to interconnect different software applications—as opposed to today's stand-alone modus operandi—will become even more critical. Evidence that users are beginning to upgrade their software requirements surfaced in a survey of contact management software usage by a new newsletter specializing in SFA: *Desktop Marketing Alert*, Los Altos, Cal.

"As stand-alone products, contact managers help automate routine transactions so fewer customers fall through the cracks," says survey editor Russ Thomas. "When linked with other corporate information, the resulting synergy can drive completely new marketing or sales strategies." Thomas adds that in the future, "customers will want software that connects with other systems."

One-fourth of the 463 survey participants use contact managers, Thomas says, and the ratio is expected to rise to 33% this year. Overall, users rate the software 7.4 on a 10-point scale. One-third of the users rely on custom-made or in-house versions. ACT! (from Contact Management) has the biggest market share (13%) among commercially available brands, followed by Remote Control's Telemagic, at 6%.

The report, *Buying Trends and Customer Satisfaction in Contact Management Software*, costs $1,700. Call 415-949-6309 for further information.

Survey **Datafact**

THE RISE AND FALL OF BPI

The state projected to have the highest BPI increase in 1995 is Texas—in fact it will grow 4.7%, from 6.4282 in 1990 to 6.7320. The state with the greatest BPI decrease? New York, which will see its BPI drop 4.3%, from 7.6084 this year to 7.2810 in 1995.

SOURCE: S&MM'S 1991 *Survey of Media Markets*

SALES & MARKETING MANAGEMENT

FEBRUARY 1992
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FOUR DOLLARS

HIRING & TRAINING

Do Your Salespeople Have What It Takes To Stay Competitive?

S&MM ROUNDTABLE
Executives Discuss The Technology Connection

TELEMARKETING
Telefocus: Creating Synergy Between Your Telemarketing And Sales Efforts

SALES MANAGEMENT
From Salesperson To Manager: Transition and Travail

FEBRUARY 1992
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SALES & MARKETING MANAGEMENT

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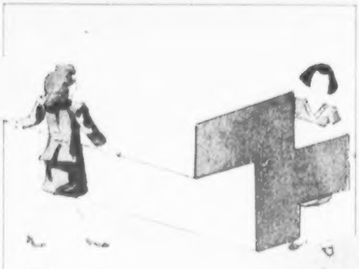
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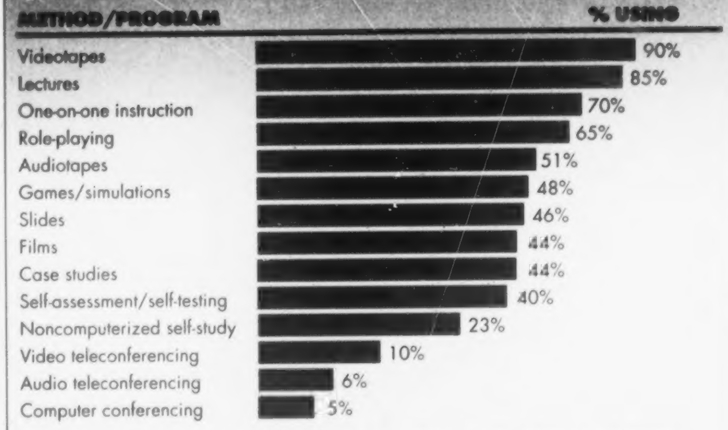
SUPPLEMENT HIGHLIGHT

Selecting a Vehicle: Instructional Methods Used in Training



Note: Responses were gathered from a number of different industries and job types, including training, human resources, sales & marketing, and customer service

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post-training increases and reward their progress. They should be given easy, attainable goals they can feel good about. Every small success is important. Mona, for example, was initially given a goal of asking for one referral. The next day it was two.

4. A follow-up program for managers and trainers to monitor progress and provide additional advice and support, as needed.

Sales training that omits any of these ingredients overlooks a crucial part of the package and takes a major chance that could have a significant negative impact on the ultimate success both of individual salespeople and companies. Sales training that includes all of them closes the gap and ensures that there are no missing links.

If your salespeople aren't asking for referrals, aren't making prospecting phone calls, are continually finding excuses for not calling on decision makers, are spending their time planning instead of calling, or are displaying some of the other specific job-related fears mentioned here, they may be showing symptoms of call reluctance. If you suspect this to be the case, you'll be on the right track by conducting a more complete analysis and utilizing the results in a comprehensive training program that combines the techniques to overcome these behaviors with the techniques for successful selling. ☐

Dennis Fox is the founder and president of the Client Development Institute, a training firm based in Great Falls, Va., that is certified in the Dudley and Goodson approach to "call reluctance."

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2. Career pattern: Does candidate have a plan and purpose? Do steps show progress and development? Does candidate have realistic goals and expectations?

C. Personal traits

1. Maturity: Can candidate effectively interact at multiple levels with business associates?

2. Planning skills: Does candidate show signs of being a good self-manager?

D. Summary points

1. Money: Does the offer meet candidate's needs? Is this a good step up in earnings?

2. Challenge/opportunity: Is this a major move forward for the candidate in job scope and responsibility?

You should be able to develop a full page of relevant and important points against which your candidates can be compared. Then it becomes the responsibility of the hiring team (those who participated in the interview process) to conduct a forced choice comparison ranking of the candidates (no ties allowed) on each relevant point.

Each candidate should be given a point value in each comparison rating (5 = excellent, 4 = very good, 3 = good, 2 = fair, 1 = poor). As the senior member of the hiring team, I had the regional sales manager that the candidate would be reporting to do the evalution. That person would talk his or her way through each rating point, assign values to each candidate, and explain why they were rated as they were. My job was to state agreement where it existed and challenge the evaluator when I was in disagreement.

Completing the candidate comparison test will prove either that one candidate is clearly the best choice or that the total values each one received were relatively close and any of several candidates could be your choice. At this point you can then go by gut instinct.

CHECKING REFERENCES

Most employers either skip this vital step or do it so poorly that it becomes useless. You can take the stress and strain out of reference checking, however, by incorporating it into your selection system.

The following story indicates how important it is to do a thorough job of checking references: We were hiring a salesperson to represent our company in a major metropolitan area. Honesty, integrity, and good ethics in our rep were important to us in order to maintain our company's good reputation in the marketplace. We narrowed the field to two qualified candidates, each of whom gave us permission to check references. One of the candidates' previous employers (two jobs removed) drove 20 miles from a job site to get to a pay phone to tell us of his experiences with the candidate. It seems the police discovered the applicant stealing company records during a routine night check. Naturally, he hadn't volunteered that information to us in his résumé or in our interview, and our questions hadn't revealed the problem. It was only through conscientious reference checking that the problem was uncovered. That one step saved us from making a poor hiring decision. Instead, we went with the second candidate, whose reference checks were all positive.

How do you get good reference checks in today's environment, though, when many previous employers won't tell you anything for fear of a lawsuit or other ramifications? First, former employer references have always been guarded and therefore should be considered only as secondary checks. Anyway, when hiring salespeople, your primary reference checks should be with *customers*. ►

How you define, screen, and select your candidate is as important as making the offer.

SUPPLEMENT HIGHLIGHT

Investing Your Time: Length of Sales Training in Selected Industries

INDUSTRY GROUP	AVG. TRAINING PERIOD (MONTHS)
Agriculture	5.7
Amusement & recreation services	2.0
Business services	4.1
Chemicals	4.5
Communications	4.2
Construction	5.0
Electronic components	1.5
Electronics	3.4
Fabricated metals	3.5
Food products	2.8
Instruments	2.7
Insurance	5.5
Lumber & wood products	2.7
Machinery	5.6
Manufacturing	3.3
Office equipment	2.8
Paper & allied products	6.0
Primary metal products	4.5
Printing & publishing	5.5
Rubber & plastics	6.5
Wholesale (consumer)	1.5
Wholesale (industrial)	3.9
Average	**4.0**

Note: Industry groups reflect categories selected and reported by Dartnell Corp. The overall average has been calculated by S&MM, based on data from the 22 industries listed.

SOURCE: Dartnell Corp., *26th Survey of Sales Force Compensation*, ©1990, Dartnell Corp.

Customers will give you the best reading on the kind of salesperson the candidate is. During interviews, ask candidates to list four important customers and explain the results they achieved with each. Then, if the applicant turns out to be your No. 1 candidate, ask for permission to check with these customers.

Of course, to get customers and former employers to respond as fully and openly as they can, you'll need to prepare a well-thought-out reference check, and systematizing this difficult step will undoubtedly make it more productive. Instead of shooting from the hip and putting your respondents on the defensive, prepare a solid opening statement to explain the purpose of your call, followed by a series of questions designed to get as much information as possible in this restricted environment. Briefly, the opening statement should cover:

- Your name, company, and title.
- Why you're calling. Explain the position you're offering (territory manager); the industry (safety products); the territory (state of Ohio); and the fact that this is a reference check.
- An assurance of confidentiality. You don't want to jeopardize the applicant's current position; ask about the reference's willingness to answer your questions.

Making your introductory request as explicit as possible puts references more at ease. In fact, I've never had a reference turn down my request. Once you have their cooperation, however, the real key to a successful check is to ask the right questions and give the respondent ample opportunity to be expansive in answering. Obviously, the questions need to be planned and prepared ahead of time. Here are a few questions I've used successfully with former customers of the applicants I was interviewing:

- How would you rate the candidate against other salespeople who currently call on you? Top third? Middle third? Bottom third?
- Why did you choose this ranking for the candidate?
- Did the candidate appear to be well planned and prepared to call on your account?

Despite the fact that customers will usually tell you more about the candidate's competency as a salesperson than former employers will, those employers still need to be contacted. As with customers, you'll need a good opening statement and a series of well-structured questions. While talking with former employers, your listening skills need to be especially sharp. You must try to ascertain if the respondent is giving you controlled answers simply because it's policy, or if they're trying to avoid giving a negative reference for fear of legal ramifications. Generally, employers give very positive references for those who deserve them and follow the policy of only confirming certain information for those they would give a negative reference to.

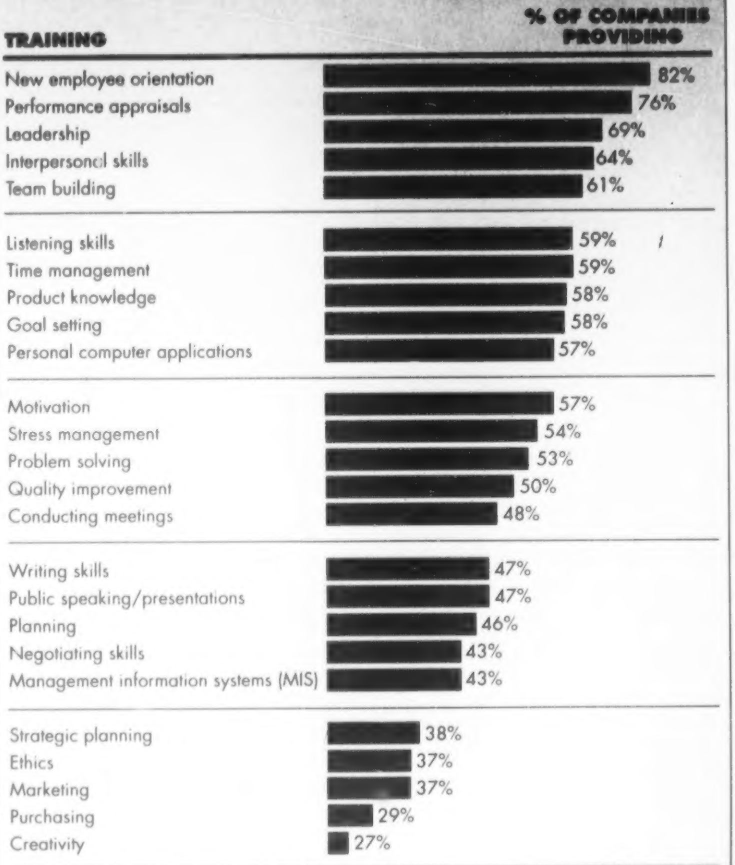
Obviously, there are other steps that can be incorporated into your hiring system—personality/honesty testing, sales simulations, and any other areas you feel are necessary to your selection process—but those I've listed here are the most important. Try them out, and in addition to reducing the hiring hassle, you'll have the added advantage of establishing a consistency to your hiring practices that will in turn add to your competence in recruiting good, productive salespeople.

Finally, here are two other benefits to systematizing the selection process: With a successful hiring process in place, your salesperson turnover should plummet, and your company's bottom line will soar. ☐

Robert G. Head is president of Strategic Sales Services Inc. of Coshocton, Ohio,a sales and marketing consulting firm.

SUPPLEMENT HIGHLIGHT

Who Does What: Types of Training Provided by Companies



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COMPUTERS

BY THAYER C. TAYLOR, SENIOR EDITOR

WHAT THE WELL-TRAVELED LAPTOP WILL NEED

Tomorrow's traveling salespeople may spend as much time deciding what goes with their laptops as they do packing their garment bags. That's because as the portables get smaller and lighter, the necessary accessories that make them useful multiply.

A handy checklist of helpful accessories is provided by Colin Haynes, veteran business writer and consultant, in *Portable Computing: Work on the Go* (Amacom, $26.95). He recommends:

- **Charged batteries,** "so the computer is ready to be used; you may be asked to demonstrate it as you go through airport security checks."
- **Spare batteries.** Laptop batteries are notorious for short lives.
- **Application programs** either transferred to working disks or copied to your hard disk.
- **Data disks.** Take as many formatted disks as you'll need in order to create new files, and copies of files you'll use.
- **Additional backup and blank disks,** especially when traveling to remote areas or overseas.
- **Transformer and/or adapter** for protection against "dirty" power if your portable has to be plugged in.
- **Plug adapters** that convert two-pin outlets into three-pin ones.
- **Printer** for situations where hard copy output is desired.
- **Printer accessories,** such as adapter, paper and spare ink cartridge or ribbon, printer cable, spare printer batteries and/or recharger. Because computer and printer makers haven't standardized their adapters, you need one for each unit; the cable enables the computer to drive the printer.
- **Modem** (if your laptop doesn't have a built-in one) to handle communications such as sending in orders from your hotel room or checking your E-mail.
- **Modem accessories,** such as a spare battery and/or adapter, cables, and telephone hookup kit. The kit—for use when a hotel/motel has nonstandard jacks—is a combination of converters, plugs, and leads used to make a telephone connection.
- **Portable fax.** This is optional, in view of available hotel and public fax services, but required if you want to send graphics.
- **Hand-held scanner,** useful when doing research, such as copying a company report in the library.

In addition to providing hardware and software summaries, Haynes discusses the "road hazards" (industrial espionage, theft, viruses) involved with portables and the use of dedicated word processors vs. portable computers.

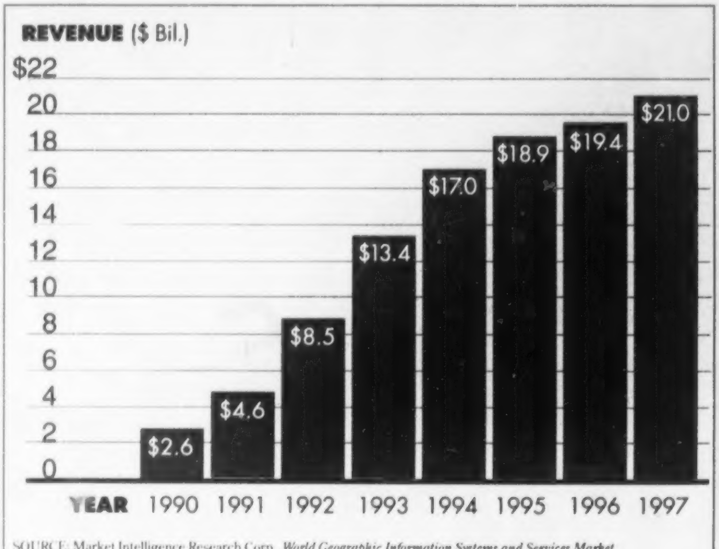
For more information, contact the American Management Assn., 135 W. 50th St., New York, N.Y. 10020.

GIS GROWTH ON A FAST TRACK

Long popular with government, utilities, and telecommunications firms, geographic information systems (GIS) software is catching on with marketers as a tool for uncovering local market sales opportunities. Last year, the number of GIS titles grew 45%, and the installed base rose 80%, according to *S&MM*'s "Directory of PC-Based Sales & Marketing Applications Software" (December 1991).

GIS growth will get a fresh stimulus this year with machine-readable information from the 1990 Census. Another catalyst will be the meteoric growth of Microsoft's Windows 3.0 graphics-oriented platform. Several GIS vendors that target sales departments market Windows-based versions, enabling marketers to overlay GIS software with various kinds of numerical databases in order to get deeper analytical insights not gained from looking at tables of data.

According to Market Intelligence Research Corp. (MIRC), growth of the total GIS software and services market will climb 83% this year, with the steady inflow of lower-priced, higher-performing desktop PCs as the catalyst. Also contributing: the greater availability of digitized maps of the entire U.S.—down to the block level—that will give pinpointing clients and prospects a new dimension.



SOURCE: Market Intelligence Research Corp., *World Geographic Information Systems and Services Market.*

OOPS! *S&MM* OVERLOOKS ITS OWN GOOD WORKS

The source of the data in "Automation: 'Veni-Vidi-Vendor'" (December 1991) was, in fact, a survey of 200 sales and marketing automation software vendors conducted by *Sales & Marketing Management* that elicited a 15% response rate. *S&MM* regrets any false impressions created by this error.

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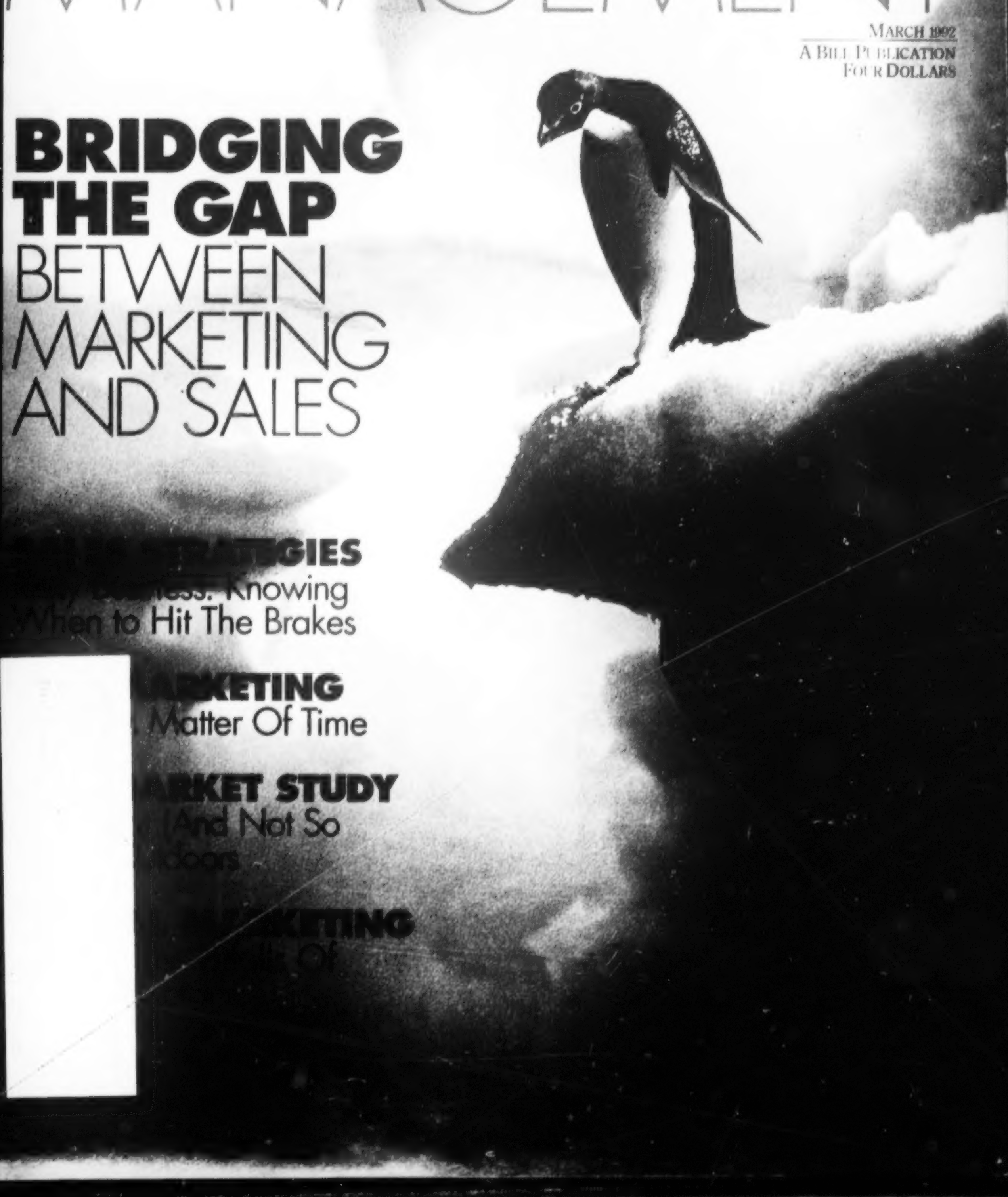

BRIDGING THE GAP BETWEEN MARKETING AND SALES

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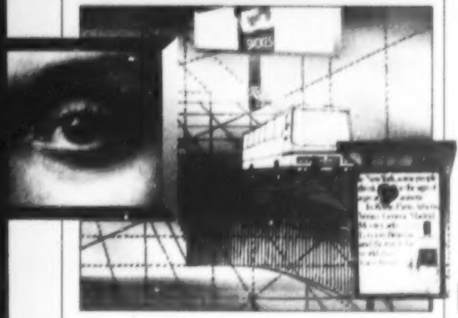

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COMPUTERS

BY THAYER C. TAYLOR, SENIOR EDITOR

THE SIMPLE ABCs OF SFA: THE CUSTOMER COMES FIRST

As marketers move their sales forces into the electronic age, their chances of success are often enhanced when they heed the basic principle of marketing: The customer's needs—the sales rep's, in other words—must always come first.

Regardless of lofty sales force automation (SFA) goals—things like greater productivity, lusher profits, better customer service—the best-laid plans will founder unless salespeople are conditioned to view SFA as a tool that can make their job easier.

That was the common theme driven home by the speakers participating in the SFA track at *S&MM*'s Power Selling '91 Conference and Expo, held last September at Chicago's Hyatt Regency hotel.

"Too often, systems are designed to keep track of salespeople's activities," warned Bill Joyce, president of Sales & Marketing Technologies, Long Beach, N.Y. "Salespeople, who are professionals at *not* doing things they *don't* want to do, will greet such systems with passive resistance. Let them know throughout the planning process that the system is being designed to help them."

The problem is, although selling is largely an extrovert activity, SFA infers a strong dose of introspection, especially regarding the steps in the selling process. To Todd Scofield, vice president of Hugh Carver Group, Monmouth Junction, N.J., SFA is a "process of understanding your business environment and individual work practices—the internal and external relationships salespeople have with customers. You look at those practices, then match them to the technology that makes them more effective."

"SFA begins in the mind, not on the computer screen," said Michael Brown, president of Redwood Training Assoc., Redwood City, Cal., "so you must think strategically before automating tactically." Brown recommended a work-flow analysis as a first step. "Each step in the selling process, from concept to repeat sales, is audited, including sales policies and procedures, as is the rationale behind them," he said. "Each step should be labeled as 'important' (of vital concern), 'urgent' (an activity with time value), or 'routine.' This will show where your duplications and omissions are, and the opportunities for streamlining the selling process. If you don't fix your selling problems before automation, SFA will just make you lose money faster."

VICTOR JUHASZ

"Do your homework first and find out what the key decisions are," echoed Barton Goldenberg, president of Information Systems Marketing, Washington, D.C., citing the results of interviews with some 1,800 sales and marketing executives over the past two years. "As you complete your audit, you'll have a better idea of your key business decisions and the technical features desired by users. You then match requirements against both today's generation of sales and marketing software and the evolving generation."

Goldenberg noted that the SFA graveyard is littered with companies "that failed to do their homework or didn't understand that sales and marketing personnel know what they want and don't need others telling them what they need."

What kind of SFA costs can marketers expect? Based on his experience with clients such as Kraft, General Foods, Johnson & Johnson, and Duracell, Scofield estimated that implementation costs will range from $7,000-$15,000 per rep, including hardware, software, training, and support, as well as integrating SFA with a company's present information system. "With one exception," he added, "payback has averaged more than twelve months." Goldenberg noted that "our latest survey indicates that for every dollar spent on software, two dollars are spent on training."

Despite the fact that payback may be a long-term affair, it can be impressive. Scofield cited one client, a major consumer goods manufacturer selling to the military, that scored a 400% increase in rep selling time, a 10% ($30 million) increase in sales, and a 15% increase in profits. The company achieved this with a PC-based order application that, by tracking the last 12 order cycles, enabled the rep to generate an "ideal" order. Furthermore, using inventory information stored in a laptop, the rep could show the government buyer when stocks were running out, an important factor for seasonal products, as well as target promotions to specific locations.

A second client, a major computer maker with a long sales cycle, achieved a 33% increase in customer contact time, a 5% boost in sales, and a 33% run-up in profits. Here, a PC-based cost-justification program showed the customer exactly how quickly he would recover his capital investment, an on-site quotation system shortened the sales cycle, and dial-up access to a technical database enabled the company's sales rep to answer customer inquiries promptly.

Through effective use of SFA, a major food manufacturer that sells to hotels and restaurants racked up a 25% increase in end-user contacts and a 10% increase in sales. Because it sold through distributors, the company lacked information on end-user purchases. The marketer got around this shortfall by setting up a telemarketing program that built a database of end-user buying patterns and installed E-mail in order to route the information to the laptop-equipped sales force. Sales reps then used the information to formulate specific selling programs for major accounts as well as to prepare customized laptop-based presentations. An unexpected payout: E-mail slashed the company's communication costs per rep per day—from $15-$20 to 64¢!

SMA SOFTWARE VENDOR SURVEY: A MARKET ON THE BRINK OF BOOMING

Although major companies are beginning to enter the sales and marketing automation (SMA) software market—such as Apple Computer promoting sales automation packages for its new Macintosh notebook laptops, and Dun & Bradstreet Software (a D&B subsidiary) buying Snap Software—a recent *S&MM* survey of 30 SMA software vendors reveals that the market is still primarily supported by small companies.

On the other hand, profit margins reported by these SMA vendors are two to three times that of the PC software industry as a whole, according to figures garnered from an annual operating expense survey of software firms that was conducted by *Software Success*, a PC industry newsletter. Their survey reveals a 1990 pre-tax profit margin of 11% for the software industry in general. Also, despite an average revenue figure of $3.6 million, four out of five vendors say they finished in the black in 1990, and their predictions for growth over the next five years show a market poised on the brink of rapid expansion.

PROFITS/ REVENUES	MEDIAN	AVERAGE
1990 Profit margin	21%	34%
1990 Revenues	$1.2 Mil.	$3.6 Mil.
1995 Revenues	$10.0 Mil.	$22.6 Mil.

Other survey results reveal that the bulk of SMA software vendors are heavily dependent upon value-added resellers (VARs) for distribution of their products, particularly since they tend to sell to specialized niche markets, an area where SMA is increasingly important.

DISTRIBUTION CHANNEL	PERCENTAGE
VAR (value-added reseller)	57%
Software-only retailers	27
Distributors	23
Computer retailers	20
Direct mail	17
Catalogs	17
Office products dealers	7
Consultants	7
Electronics stores	3
Mass merchandisers	3
A/V dealers	0

To get the most from small advertising budgets, sales and marketing automation software vendors rely heavily on business-to-business media. Fewer than one out of four say they've used co-op advertising; 71% reported it to be ineffective.

ADVERTISING MEDIA	PERCENTAGE
Sales/marketing publications	77%
Computer press	69
General business publications	54
Newspapers	8
Radio	4
TV	0
None	5

Vendors call on a broad range of prospect titles. Owners tend to rank high because in most small companies they handle the sales/marketing function.

WHO VENDORS CALL ON	PERCENTAGE
Vice president, sales/marketing	90%
Owner	62
National sales manager	55
Executive vice president	48
Branch office sales manager	41
Regional sales manager	41
MIS dept.	35
Sales reps	28
Vice president, finance	21
Telemarketing dept.	7
R&D dept.	7
Vice president, engineering	7
Customer service dept.	3
Sales administrator/assistant	3
Operations/office manager	3

More than one-third of the vendors hope to exploit emerging technologies—such as pen-based and hand-held PCs as well as Microsoft's Windows graphic user interface—in order to broaden the appeal of their packages to potential buyers.

PLATFORM	YES	NO	UNDECIDED
Laptops	82%	18%	0%
Hand-held PCs	36	60	4
Pen-based PCs	36	43	21
Windows	35	59	6

SOURCE: S&MM

APPLE HOPS ON SFA BANDWAGON

Hoping to perk up sales of its new PowerBook notebook laptops, Apple Computer has trotted out a bevy of Macintosh versions of third-party SFA packages that have been running on IBM-compatible PCs for some time now.

While Apple may be something of a Johnny-come-lately, its move will probably be followed by other blue-chip computer firms. Until now, Digital Equipment Corp. (DEC) and GE Information Services have been the only major computer firms with SFA software.

DEC's Sales Information System and GE Information Services' Sales and Marketing Communication System were among the Apple recruits. Others are Contact Software International's ACT! and Endpoint Marketing Information Systems' ENDPOINT!, as well as system integrators Electronic Data Systems and Andersen Consulting.

PC RECESSION DOESN'T BLIGHT SOFTWARE SALES

Although personal computer hardware firms struggled with tepid demand throughout 1991, software vendors wracked up record sales—$1.44 billion—in last year's third quarter, topping the previous year by 22%. The two biggest contributors, according to the Software Publishers Assn., were spreadsheet applications—the perennial favorite—which led the pack with a 59% gain, followed by databases, up 28%.

Despite strenuous efforts by IBM and Apple to make multimedia applications today's hot trend, graphics packages scored a below average 13% uptick. Sales of yesterday's popular application, desktop publishing, did even worse, plummeting 26%. □

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INCENTIVES

What Motivates Best?

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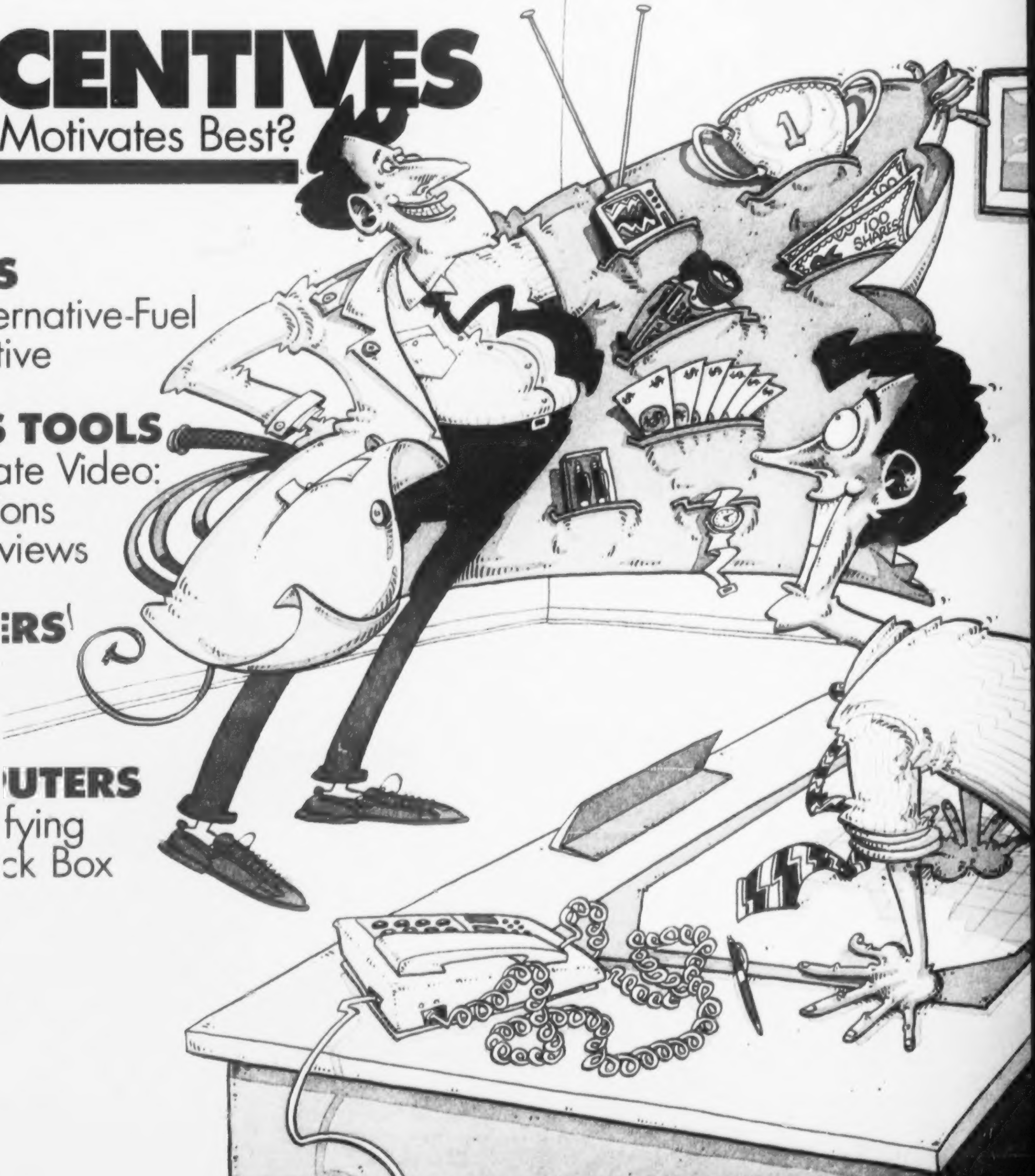

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WHAT MOTIVATES BEST?

According to a recent survey, workers say cash is still the top motivator. And no one thinks much of lunch with the boss.

BY CHRISTINA LOVIO-GEORGE

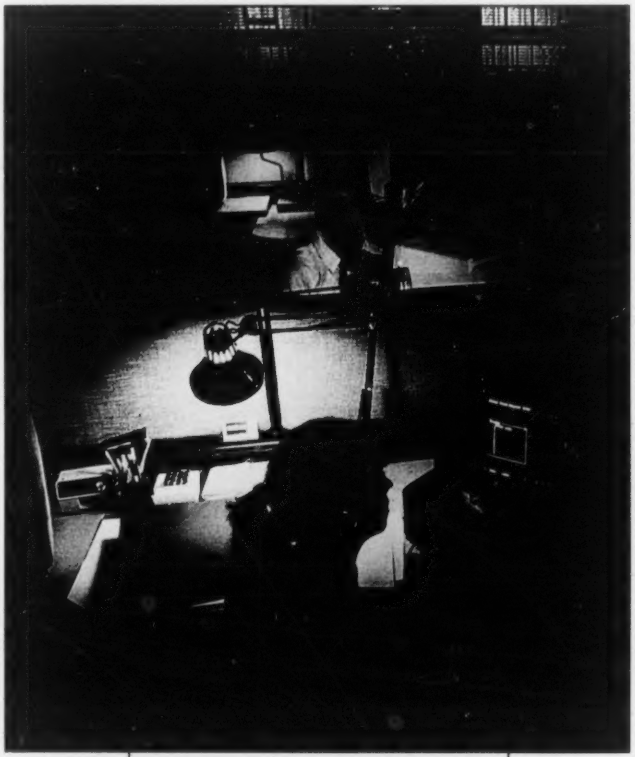


IMAGE BANK/KAY CHERNUSH

Much has been written recently about American laziness and the decline of productivity, with management gurus lining up to take their shot at what can be done to improve performance in these areas. But what about the word on the street? What do American workers think about these problems—and more important, what kinds of solutions do they suggest?

A recent survey conducted by the Society of Incentive Travel Executives (SITE) Foundation revealed what many sales executives already know: According to the study, 89% of American workers think their companies would perform better if employees were given meaningful incentives to improve quality and productivity. Even more revealing, however, is the fact that 93% say American products could compete better against Japanese products if American management better involved *workers* in efforts to improve these areas.

Only 40% of those surveyed believe that the average American company currently offers employees meaningful incentives to maximize quality and productivity, and only 41% believe the average company listens to employees' ideas.

"The results," says Bruce Bolger, president of the SITE Foundation and publisher of *Incentive* magazine, "show that American people have faith in their ability to compete against other nations, as long as their companies give them the same sorts of incentives offered to top management and seriously listen to their ideas on how to improve sales, productivity, and quality."

Interestingly, while workers cite a lack of incentives for employees in American industry in general, 57% say their own companies offer meaningful incentives to maximize the quality and productivity of the work force. "What the American worker is telling us," says Patrick Delaney, president of SITE, "is that the answer to increased productivity and motivation can be found inside their own companies and that meaningful rewards need to be offered to workers at every level in the organization."

The survey of 689 working Americans was conducted randomly by telephone in February 1992 by TeleNation, an independent survey organization headquartered in Chicago, on behalf of the SITE Foundation, a New York City-based research group. Respondents reflect a cross-section of American workers, with 6% in positions requiring an advanced degree; 22% are managers and administrators; 19% are teachers, registered nurses, technicians, or analysts; 10% are craftspeople or artists; 8% are in sales; 9% are clerical workers; 20% are laborers or in service positions; and 6% are in other positions.

WHAT WORKERS WANT MOST

The survey reveals—perhaps not all that surprisingly—that nearly 95% of American workers rank a cash bonus as a meaningful incentive. What *is* surprising, however, are some of the other things workers perceived as meaningful.

For example, 87% believe that special training is a positive incentive, followed by stock options (85%), a trip to a desirable destination with spouse or guest (77%), and recognition at a company meeting (76%). Tied at 63% are merchandise incentives and the simple (and exceedingly inexpensive) "pat on the back." ►

At the low end of the motivational scale, say survey respondents, are things like plaques (46%), a parking space near the company entrance (35%), and lunch with the company president (25%).

The only significant blip in the results was the relationship between the incentive deemed most meaningful and the educational level of respondents. Workers with postgraduate education, for example, were the only group that didn't select cash as their first choice. Instead, they cited special training, with cash bonuses slipping to second place.

Looking at regional preferences, responses from workers in the South and Midwest were virtually identical. The incentive trip, however, ranked highest in the West and lowest in the Northeast, while stock options were valued more by workers in the Northeast (by a margin of 4%) than by those in the West. Westerners cited special training as a meaningful incentive 12.5% more often than their northeastern counterparts.

The most significant difference, however, concerns the "pat on the back" incentive. A startling 20% more workers in the West noted that they value this simple reward than did those in the Northeast.

Gender-wise, both males and females rank cash bonuses as their top choice, with stock options listed as the second choice among females, followed by special training in third place. Males, on the other hand, placed special training ahead of stock options on their motivational wish list. And when responses were broken out by age, recognition at a company meeting was deemed most important by workers aged 24-34 and 35-44 but dropped off—by a startling 22%—for the oldest age group, workers 65 and older.

"The worker's response to 'meaningful rewards' was surprising in that, beyond the obvious incentive of cash, other rewards like special training, stock options, and incentive trips factored so significantly in what they considered to be meaningful," says Bolger.

For incentive travel specifically, the age group most motivated by this perk was the 24-34 segment, followed by the 35-44 contingent and workers over 65. Age groups least motivated by travel, interestingly, are 55-to-64-year-olds and 18-to-23-year-olds.

When examined by income, workers with salaries between $25,000 and $40,000 are most motivated by incentive travel, followed by those in the $15,000 to $25,000 income bracket and then by those earning more than $50,000. Workers with incomes of less than $15,000 are least motivated by trips.

Based on the overall results, if we were to put together a profile of the worker most likely to be motivated by incentive travel, it would be a 24-to-34-year-old non-white male with an income of $15,000 to $40,000 living in the West and having a postgraduate education. Managers with sales forces that tend to fit this description should adjust their programs accordingly.

"The survey provides new insights into the use of incentive travel within age groups," says Bolger. "It's surprising that among all age categories, 24-to-44-year-olds and 65-year-olds rank this incentive as the most meaningful. These will be important considerations as the work force ages."

TARGET: PRODUCTIVITY

While 89% of the workers surveyed believe that companies would perform better if employees were given meaningful incentives to improve quality and productivity, specific breakouts indicate that more southern workers believe this to be true than workers in the Midwest, West, and Northeast.

Further, those with at least some college experience are more likely to believe employee involvement would improve company productivity than workers with only a high school education or those with a postgraduate degree—which would seem to suggest that perhaps a little learning isn't such a dangerous thing after all.

Other subgroups that place a high value on employee involvement are workers aged 35-44 and workers with incomes in the $40,000 to $50,000 range. Conversely, those who believe employee involvement makes little or no difference include workers 65 years and older and workers with incomes over $50,000.

How companies respond to those calls for involvement is another matter, however. Fewer than half the workers surveyed said the average company listens to its employees' ideas. Looked at regionally, Midwest workers are more apt to believe their ideas are being heard, followed by workers in the South, Northeast, and West.

And although a little learning may not be a dangerous thing, it does tend to breed some cynicism: Workers with only a high school education are more likely to believe their ideas are listened to than respondents with a postgraduate education.

Looking at age and income once again, older and younger workers are more likely than middle-aged workers to believe companies listen to their employees' ideas. Middle-income earners, however, are more likely than high-end earners to buy into this premise.

Finally, while most workers don't believe the average American company offers meaningful incentives, they're more positive when asked about their own companies' policies. Regionally speaking, southern workers are most likely to agree that the average American company (and, their own companies) offer employees meaningful incentives to maximize quality and productivity, while workers from the West are least likely to think incentives are meaningful for the average American company, their own company, or even for Japanese companies.

In fact, Japanese companies aren't perceived as being much better than their American counterparts when it comes to incentives. Still, more workers in the Northeast believe Japanese companies offer meaningful incentives to workers than respondents in other regions. Also, more males than females tend to believe this is the case.

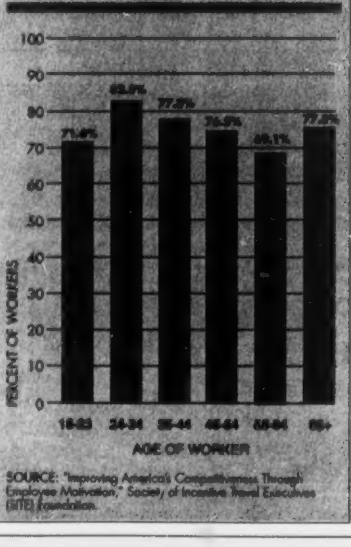
"With the recent focus on American productivity and competitiveness in a global market," says Bolger, "this survey is important in revealing what workers believe about incentives, productivity, and quality."

The bottom line here is that however you tally it up, break it down, or parcel it out, incentives continue to be a popular motivator—not only within the incentive industry itself but where it counts the most: in the hearts and minds of workers.

◆

Christina Lovio-George is president of Lovio-George Inc., a marketing communications firm based in Detroit that has worked with SITE since 1986.

Incentive Trip Ranking As a Meaningful Reward by Age



SOURCE: "Improving America's Competitiveness Through Employee Motivation," Society of Incentive Travel Executives (SITE) Foundation.

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The Care and Feeding
Of a Cash Cow

GLOBAL MARKETING
Negotiating Abroad:
Vive les Differences!

KEY MARKET STUDY
Newspapers Fight Back:
Read All About It!

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SHOULDERS

COVER BY MICHAEL GARLAND

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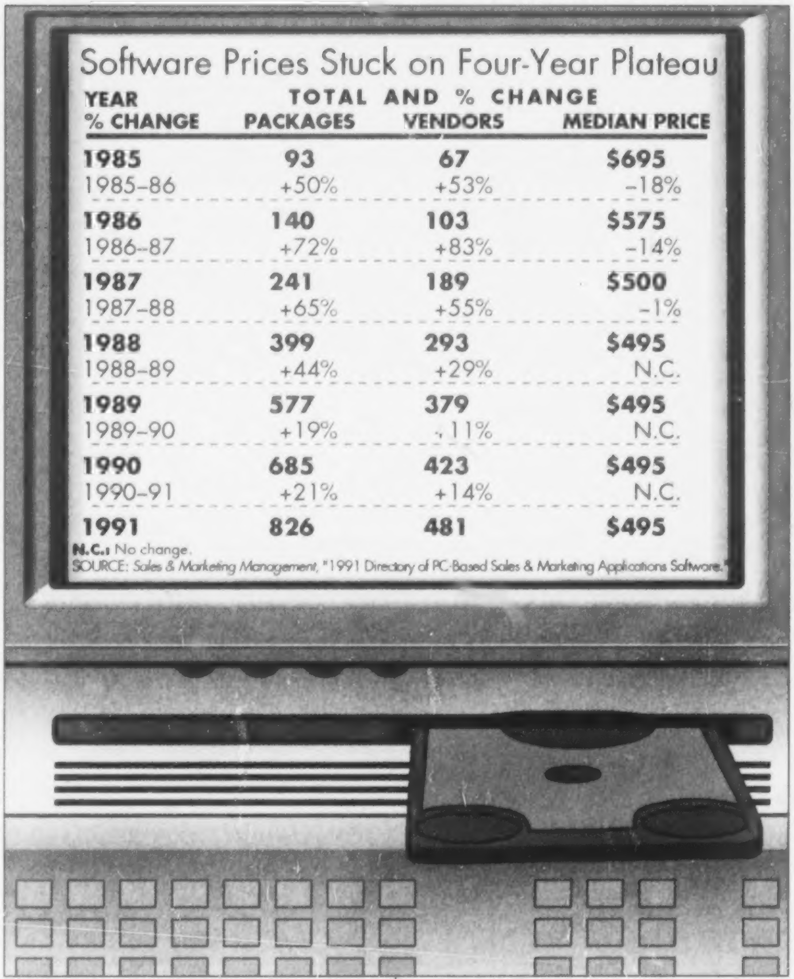
COMPUTERS

BY THAYER C. TAYLOR, SENIOR EDITOR

SMA SOFTWARE PRICES: WHEN FLAT IS GOOD



Software Prices Stuck on Four-Year Plateau

YEAR % CHANGE	TOTAL AND % CHANGE PACKAGES	 VENDORS	 MEDIAN PRICE
1985	**93**	**67**	**$695**
1985-86	+50%	+53%	-18%
1986	**140**	**103**	**$575**
1986-87	+72%	+83%	-14%
1987	**241**	**189**	**$500**
1987-88	+65%	+55%	-1%
1988	**399**	**293**	**$495**
1988-89	+44%	+29%	N.C.
1989	**577**	**379**	**$495**
1989-90	+19%	+11%	N.C.
1990	**685**	**423**	**$495**
1990-91	+21%	+14%	N.C.
1991	**826**	**481**	**$495**

N.C.: No change.

SOURCE: *Sales & Marketing Management*, "1991 Directory of PC-Based Sales & Marketing Applications Software."

GRAPHIC CHART & MAP CO.

Like Banquo's ghost, the price tag of sales and marketing automation (SMA) packages continues to dog the vendors of SMA software. According to an analysis of *S&MM*'s "1991 Directory of PC-Based Sales & Marketing Applications Software" [December], the median price of the 826 titles listed is $495, the same as it was in 1988—when only 399 packages appeared in the Directory.

And there's a strong possibility that this median will persist in 1992. A key indicator: The 104 *new* titles in the 1991 Directory also have a median price of $495, and it's fairly safe to assume that the PC industry's depressed conditions will defuse any attempts to raise prices this year.

Interestingly, both the cheapest and costliest software increased in relative importance. The number of titles selling for less than $100 increased from 13% in 1990 to 17% in 1991, while the number costing more than $10,000 rose from 6% to 10%.

Reflecting the maturity of the sales and marketing automation software market, increases in both packages (21%) and vendors (14%) were moderate in 1991 compared to previous years. However, these gains are dramatic when compared with the overall flatness of the PC industry in general—although SMA vendors weren't entirely immune to the industry's stalled status.

For example, among the Directory's 37 functional categories, price declines outnumbered increases more than two-to-one (21 vs. 10), while prices held firm in the remaining six categories (see box on page 82). This pattern was in sharp contrast to a year earlier, when the number of categories with price increases was almost the same as those posting declines.

The swing to sales force automation in 1991 obviously helped SMA vendors. According to vendors' data, the number of installations among the functional categories primarily oriented to sales and marketing personnel showed a healthy 31% increase. The installed base among sales reps rose 23% to 5,836,052; among sales management, a whopping 154% to 860,805; and among marketing professionals, 26% to 386,238.

The categories in the *S&MM* Directory also include some general-purpose programs used by salespeople, such as word processing and personal management. Categories of primary importance to sales reps include account management, field sales/reps, inquiry/order, lead tracking, sales presentations, telemarketing, territory management, and travel & entertainment.

Those of particular importance to sales management include advertising, direct marketing, product management, sales analysis, sales forecasting, sales management, and sales planning. Marketing managers are primarily interested in market analysis, market research, marketing management, marketing planning, and sales & marketing analysis.

SECOND SALES AUTOMATION CONFAB SET FOR JUNE

The Sales Automation Assn. (SAA) in Dearborn, Mich., will hold its second annual conference from June 16 to 18 at the Water Tower Westin in Chicago. Compared to its first conference—where software vendors and consultants did most of the talking—SAA executive director Rebecca Drake says the speakers' agenda this year will be

Price Volatility Among Functional Categories

CATEGORY	NUMBER OF TITLES	MEDIAN PRICE	% CHANGE 1990-91
Account management	65	$395	N.C.
Advertising	26	610	+23.2%
Charts	2	114	–22.4
Desktop publishing	7	795	–5.9
Direct marketing	30	271	–41.8
Electronic mail	16	447	–25.5
Field sales/reps	14	845	–15.5
Fleet car management	4	2,000	–11.0
Graphics	28	210	–11.8
Hiring/training	38	190	+26.7
Inquiry/order	8	495	–44.7
Lead tracking	36	470	–5.1
Mapping-geographic	32	995	N.C.
Mapping-perceptual	6	473	–4.4
Market analysis	37	995	+43.2
Market research	48	900	N.C.
Marketing management	10	295	–54.3
Marketing planning	7	299	N.C.
Meeting planning	37	795	–38.8
Personal management	29	139	–20.1
Pricing	5	1,995	+14.1
Product management	14	445	–52.9
Project management	17	399	+60.9
Sales analysis	18	1,998	+187.5
Sales & marketing	42	695	+16.8
Sales & marketing analysis	3	1,050	N.C.
Sales forecasting	22	495	N.C.
Sales management	68	595	–14.4
Sales planning	9	199	–49.9
Sales presentations	35	495	N.C.
Statistical analysis	37	437	–11.7
Telemarketing	26	873	+6.1
Territory management	11	1,000	+72.4
Trade show marketing	4	1,498	–94.6
Travel & entertainment	9	100	–23.1
Word processing/Misc.	24	197	+35.9
Zip code tracking	4	2,053	–58.9

N.C.: No change.

SOURCE: *Sales & Marketing Management,* "1991 Directory of PC-Based Sales & Marketing Applications Software."

Most Popular Sales/Marketing-Oriented Programs

RANK/TITLE	INSTALLATIONS	CATEGORY
1. Storyboarder	2,500,000	Sales Presentations
2. PC-FILE 6.0	850,000	Telemarketing
3. Aldus Persuasion	500,000	Sales Presentations
3. APPLAUSE II 1.5	500,000	Sales Presentations
5. Harvard Graphics 3.0	300,000	Sales Presentations
5. Sales Management Solutions 6.0	300,000	Sales Management
7. ACT! 2.0	250,000	Sales Management
8. DrawPerfect 1.1	150,000	Sales Presentations
9. GoldSpread	125,000	Market Analysis
10. Your Way	100,000	Account Management

Note: Based on information provided by software vendors.

SOURCE: *Sales & Marketing Management,* "1991 Directory of PC-Based Sales & Marketing Applications Software."

heavily weighed toward user case histories.

"The message we got loud and clear last year from attendees' evaluation forms," she says, "was that they wanted to hear from *users* about their experiences with sales automation—especially the problems they had to overcome."

According to Drake, roundtable discussions will also be used to stimulate the exchange of ideas by registrants. Ten exhibits by hardware and software vendors will be shown on the third day.

The registration fee for this year's conference is $695. For further details or questions, contact Rebecca Drake at 313-278-5655.

PERSONAL COMMUNICATIONS IN SALES REP'S FUTURE

Cellular phones, a boon to mobile sales professionals, are seen as the forerunner of what will be known by mid-decade as "personal communications networks" (PCNs). Sales reps who subscribe to such networks, says *The Personal Communications Network Market*, a report by Frost & Sullivan, a New York City-based research firm, will carry small, lightweight, rechargeable pocket-sized phones reachable through a personal number that won't be location-dependent, as is the case with today's models.

By 1996, F&S says, PCN offerings will be equipped with one-way outgoing service, followed increasingly by two-way service. CATV companies will compete with cellular operators, offering PCN services to businesses as a local-access bypass strategy. "The necessary equipment is beginning to appear," the report says, "from pocket-sized telephones to a handheld cellular phone that weighs 7.7 ounces. Batteries have improved to achieve significant talk/standby times—for example, 45/150 minutes for some products."

The report also predicts that cellular/PCN revenues will more than double—from $6.8 billion in 1991 to $16.6 billion by 1996. However, one vexing problem hangs over the market: the band spectrum. The Federal Communications Commission has said the private microwave frequency band (1,850-1,990 MHz) may serve PCN technologies. Unanswered is the question of what will happen to licensed private microwave users currently using the band.

Stay tuned. ◆

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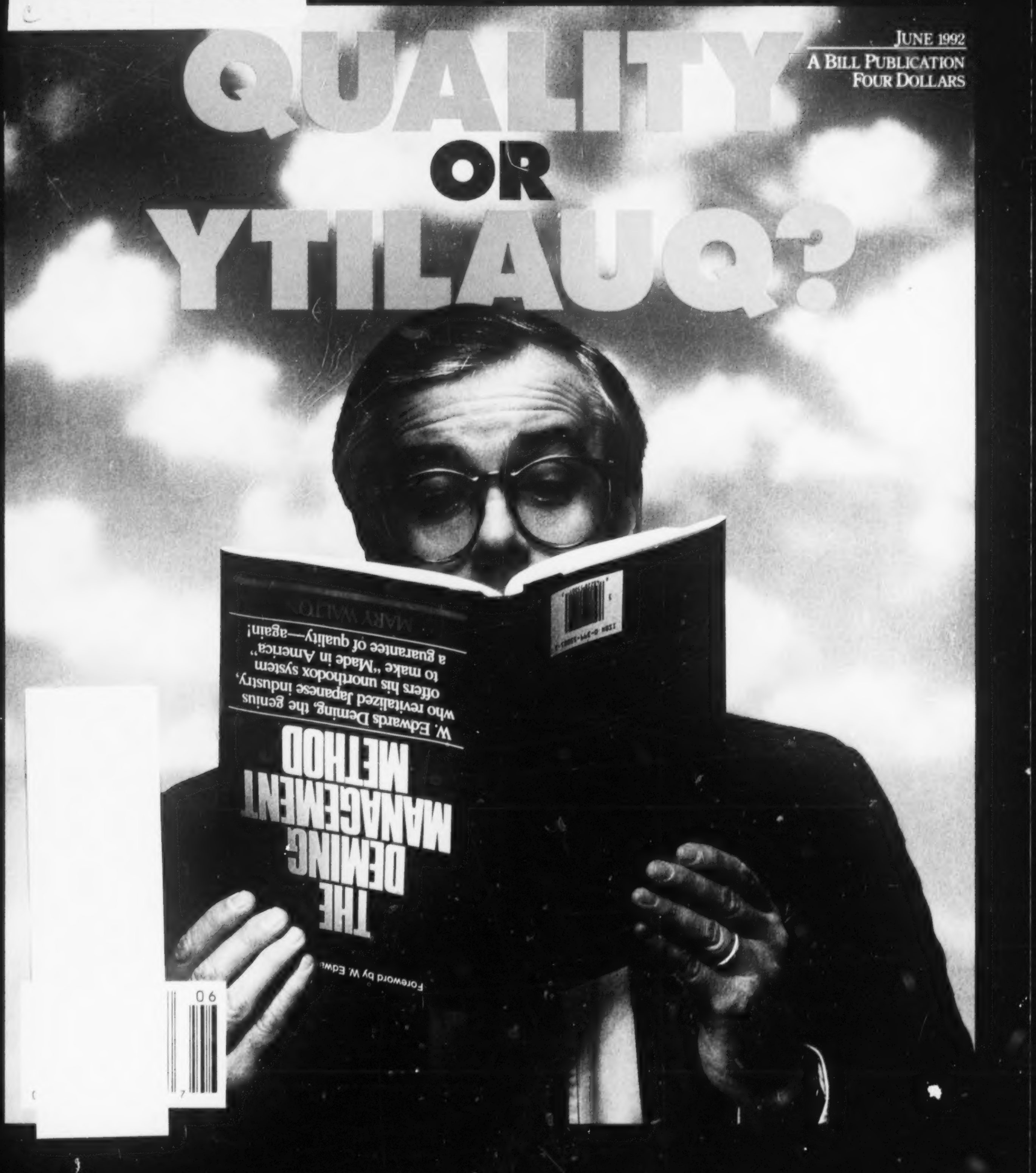
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MARY WALTON
Foreword by W. Edw

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SALES & MARKETING MANAGEMENT

THE DEMING MANAGEMENT METHOD
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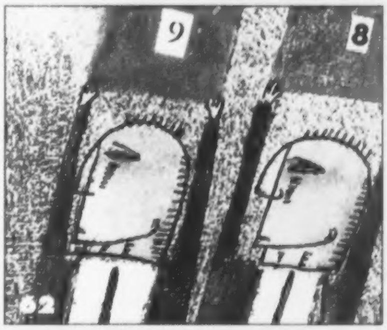

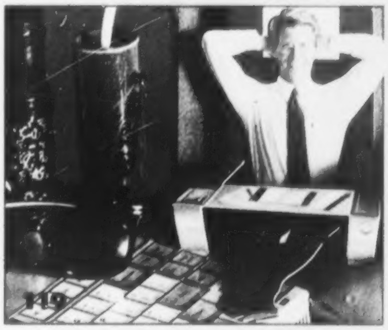

COVER BY GEORGE OBREMSKI

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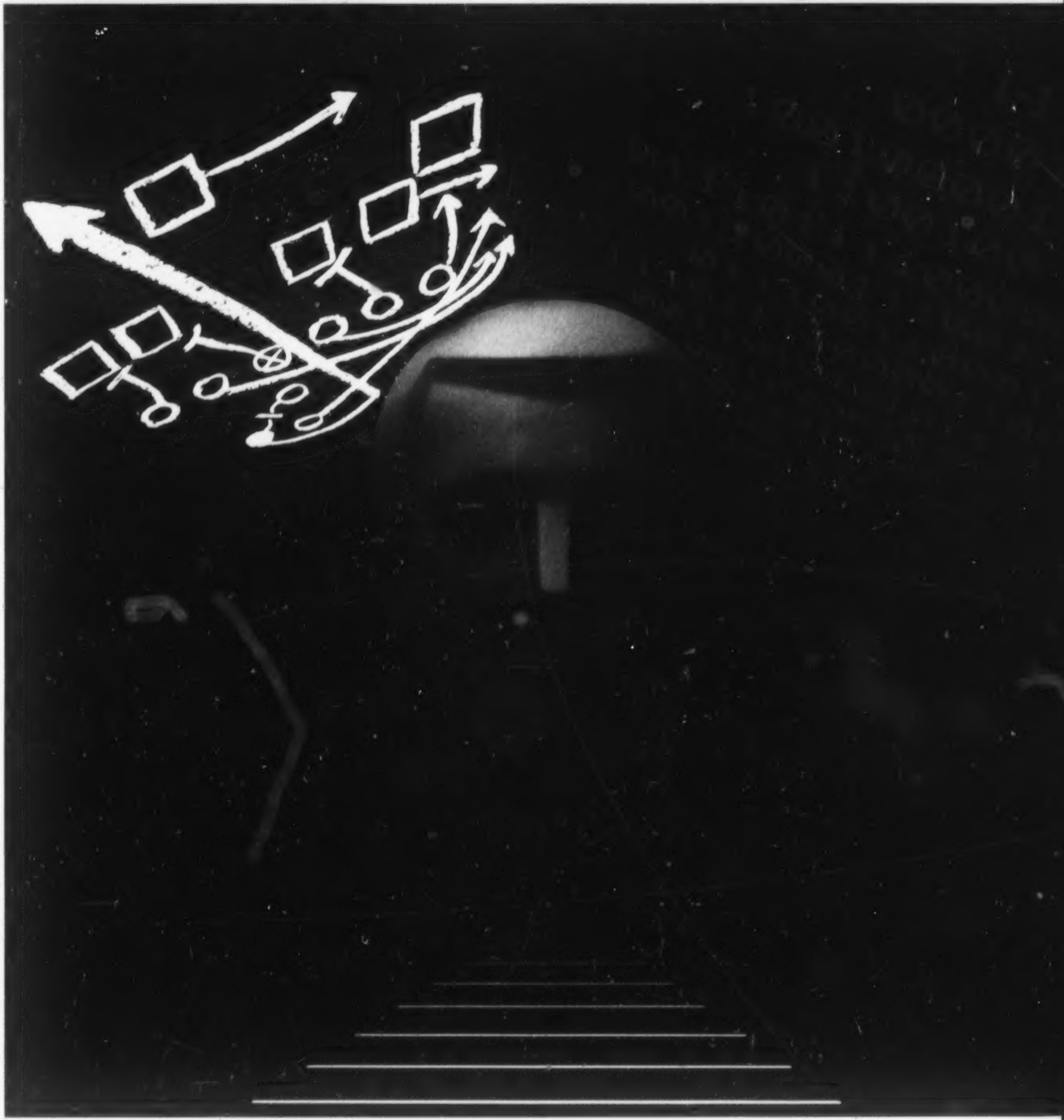


CARL FLATOW

THE FUTURE

The tales of two companies that have ventured to the cutting edge of SFA. One says it has seen the future; the other thinks there's a better way.

BY THAYER C. TAYLOR, SENIOR EDITOR

AT&T, an enthusiastic latecomer to field sales automation, and Hewlett-Packard, the first blue-chip company to plunge into sales computerization on a massive scale five years ago, exemplify the polarity that marks sales force automation (SFA) today.

At one end of the spectrum sits AT&T, which is in the midst of a bold high-stakes gamble to make its sales reps more mobile and productive by replacing its branch sales offices with a notebook-type laptop. At the other end is Hewlett-Packard, which was the first major marketer to outfit large numbers of its salespeople with laptops. Despite the fact that H-P is in the business of selling computers, it has recently pulled back from SFA, the general feeling being that something more than computerization is needed to boost sales productivity.

Between these two companies lies a swelling legion of marketers spurred, to one degree or another, to exploit the application possibilities opened up by today's advancements in PC technology. And while most observers agree that consumer goods, pharmaceuticals, and insurance firms are the leaders in sales automation—and that SFA, up to now, has been a big-company phenomenon—SFA is becoming more attractive and more feasible for small and mid-size companies as hardware prices tumble and cost/performance ratios improve.

The numbers tend to support the premise: Market Intelligence Research Corp. of Mountain View, Cal., predicts that smaller companies will be the fastest growing niche in the SFA market between now and the mid-nineties.

Implicit in the logic of sales automation is the reduction—and in some cases the elimination—of the conventional sales branch. The fact that today's branch office is much the same as it was 20 and 30 years ago suggests this is one aspect of SFA marketers have tended to avoid.

CLOSING THE BRANCH OFFICE

The fact is that tomorrow's branch office, if it survives, will bear little resemblance to today's version. That's because the convergence of computer and telecommunications technologies makes the salesperson "location-independent." In other words, the portable computer allows sales reps access to all the information needed to perform their jobs; the software manipulates the information and executes the job functions normally carried out in the branch office, while telecommunications keeps the office and the rep in constant contact.

One marketer tackling the issue head-on is AT&T, which is currently making a bold attempt to create a futuristic "branchless" selling environment through its "virtual office" program. If AT&T pulls it off, its 10,000 account executives (AEs) will have their "branch office" in a laptop, allowing them to spend practically all their time in the field.

According to John C. Guerra Jr., former sales operations vice president of business network sales—AT&T's direct sales force that sells long-distance and international services, as well as credit cards and equipment—the virtual office program has a variety of interlocking missions. Guerra piloted the virtual office program for the first two years of its existence before being promoted to vice president and managing director of AT&T's Latin American, Caribbean, and Sub-Sahara regions.

The overriding goal, Guerra says, is hiking the AE's sales productivity. The key to that, he feels, is "making the salesperson effective away from the office, giving him or her the tools to get the job done wherever they are, including whatever has to be done at the customer's location. We want to create more independent, entrepreneurial-type salespeople who can provide their own branch level support, even doing their own typing."

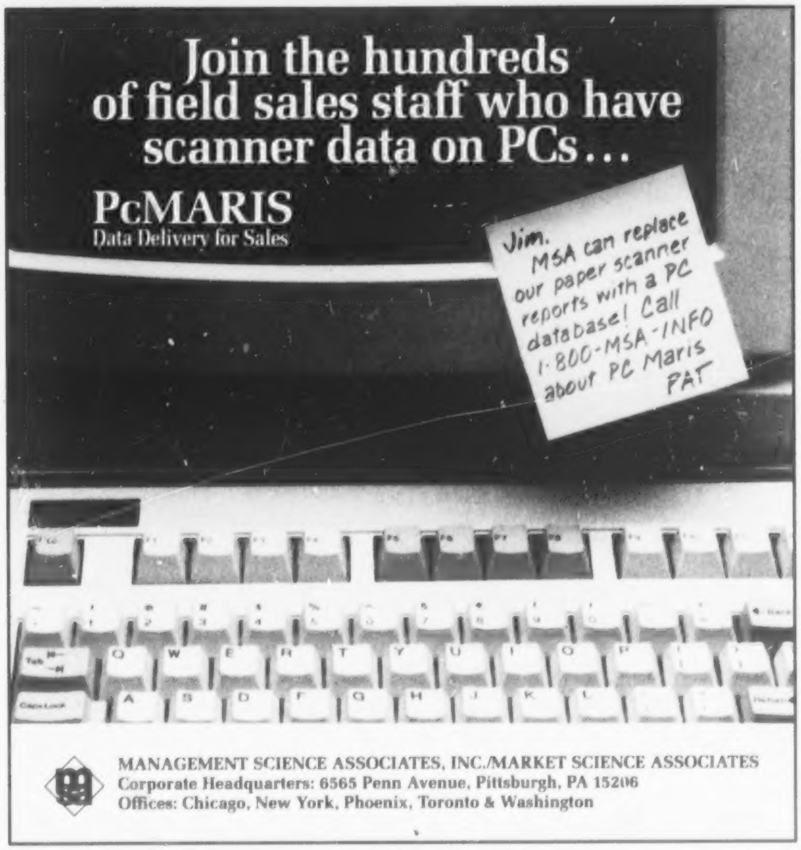
Making the AE self-reliant in the field, Guerra reasons, "will produce better customer service and higher levels of client satisfaction, all of which, in turn, will generate greater revenues per AE. At the same time, when you deploy the sales force to spend considerably more time in the field, there's less need of the expensive real estate used to support a field sales force."

AT&T hopes to save as much as 50% of current branch office costs by reducing the size and number of its 140 existing sales branches. Replacing them will be "core," or drop-in, offices that will have a meeting room plus a temporary cubicle or two for AEs who stop by to use the copier or fax machine, for example.

Guerra thinks AE productivity improvement on the order of 15%-20% is obtainable, adding that AT&T's face-to-face sales ratio will eventually climb to 60% vs. today's 20%-30%. "What we first heard anecdotally from the field," he says, "is now being borne out by statistics from our first measurements."

However, Doug Idleman, project manager in the commercial sector group, which calls on small businesses, hedges somewhat, contending that "it's difficult to isolate virtual office from other factors. It could be that a major promotion increased revenues. We do know the program hasn't had any negative impact on productivity. The AEs have reacted very positively. They like the flexibility."

The linchpin for the virtual office is AT&T's Safari notebook-laptop, which debuted in early 1991 to rave reviews. It



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was retitled the 3170 by NCR, AT&T's acquired computer subsidiary, which prefers numbers to names.

Leading from strength, AT&T crammed the 3170 with innovative communication features that Harriet Donnelly, marketing director of Safari Systems, Somerset, N.J., says "gives AEs instant access to needed information—wherever they are." Among the features: an RF (radio frequency) modem that lets them use the Ardis (IBM-Motorola) wireless network for sending or receiving data and an integrated 2400/9600 bps (bits per second) data/fax/cellular modem for sending and/or receiving fax or phone messages. The whole package runs a pricey $5,399 per unit.

MANNING THE VIRTUAL OFFICE

Although the virtual office concept is now three years old, Guerra thinks it'll be at least another year or two before rollout is completed. Doug Idleman, whose commercial sector group was involved in the first pilot test, says 80% of his AEs have been converted to virtual office.

Still, the virtual office isn't without its risks. Anne Berlack, vice president of Neo Inc., Shelton, Conn., a consulting firm specializing in sales management issues, stresses that it "creates a new sales culture as well as major behavioral changes—both sales rep and manager will work independent of a structure in which they've been trained. The salesperson will no longer have the peer support and camaraderie of working in a communal space. The manager no longer has a way of physically keeping an eye on the rep. That's a major psychological and directional leap for both of them."

Agreeing in part, Morley Winograd, former head of AT&T's University of Sales Excellence in Cincinnati, which provides advanced management and product training, sees a behavioral shift occurring over time, but in varying degrees: "The AEs who can't get out of the mode of needing a boss to tell them what to do won't be successful. AEs who are strongly self-disciplined and have time-management skills will love the new environment because they'll have more control over what they do."

Guerra thinks the virtual office will help managers spend more time doing what they like to do most but are often kept from by administrative chores: namely, coaching. "Because the AE isn't going to be around, the manager will have to be on the road making calls with AEs and giving them pointers on what he or she observes.

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At the same time, this means managers will face the challenge of managing their time better to allow for the increased time they'll be on the road."

Guerra sees the virtual office weeding out those managers who won't be able to hack it in tomorrow's more competitive environment. "Most of them will view it as an opportunity to do what they always wanted to do—be good sales managers. Those who love to sit at their desks will hate it and will have to make a career choice."

AT&T also faces potential downside risks in trying to make the virtual office concept work. Currently unresolved is the issue of which administrative support services will be jettisoned or shunted on to AEs in tomorrow's smaller "core" offices. Leslie Fiering, program director of personal computers with the Gartner Group, a Stamford, Conn., research firm, offers the following warning: "They have to decide where they want to optimize. If they think they can cut the support staff that relieves the AEs of administrative chores, that may be wishful thinking. There's no free lunch here."

Equally threatening, especially in view of the drastic cultural changes implicit in the virtual office, is the lack of special training to help AEs—even though the program is three years old. AT&T executives talk of future courses in vague terms, but interviews with four AEs reveal they received no real training oriented to the virtual office.

Finally, AT&T's strategy for putting the virtual office in place raises additional questions. Although the Safari notebook is the foundation for the concept, relatively few of the AEs have them; most AEs are using a melange of laptops from the likes of GRid, Compaq, AST Research, Toshiba, and Zenith. The obvious reason: The Safari has been so popular that NCR is more interested in hustling its sales to paying customers than in making it available to its own people.

Although Guerra doesn't discount the challenges, he remains steadfast in his belief that the virtual office is a model that will be widely copied by other corporations. "We've had at least two dozen Fortune 500 companies visit us for a look at what we're doing," he reveals, "and all are driven by the same needs: to cut costs and boost productivity."

RETHINKING SALES AUTOMATION

Needless to say, Hewlett-Packard isn't among Guerra's visitors. Five years ago, H-P had much the same kind of futuristic vision (code named SPP: Sales Productivity Program) that AT&T has today when it outfitted its U.S. field operations' 2,000 sales reps with its own Portable PLUS laptop and portable ThinkJet printer. Not only was H-P hoping to makes its sales force more productive, it also felt its anticipated success story would give it a commanding lead in the then-nascent SFA market.

Certainly, preliminary results suggested H-P was on the right track. Sales reps' share of time spent with customers jumped from 26% to 33%, for example, and management thought it would eventually soar to 67%. Today, however, that vision is in ashes, H-P is out of the laptop market altogether, and SPP's champions have either left or relocated.

One former insider who recalls SPP's heady days reflects on the pro-

Time and Money: Typical Project Lifecycle Costs for SFA

CYCLE	SOFTWARE & SUPPORT	HARDWARE	TOTAL TIME (MONTHS)
Phase 1 (System Strategy & Design)	10%		4-6
Phase 2 (Software Modification & Pilot Planning)	25%		2-4
Phase 3 (Pilot Testing & Enhancement)	35%	15%	6-12
Phase 4 (Rollout)	30%	85%	6-12
Cost Per Professional	$11,000	$4,000	18-34

SOURCE: Coopers & Lybrand; Marketing, Sales & Service Consulting Practice, Parsippany, N.J.

gram: "We were naive. We thought we knew what the sales process involved and how to automate it. We didn't. Because we didn't understand the process, the tools we pushed on the reps didn't help."

Of course, some parts of SPP lived up to their advance billing and are still in use. The customer information center, for example, designed to handle customer inquiries ordinarily put to sales reps, is said to be very successful, handling some 4,000 calls a day.

H-P is still very much involved in improving sales productivity—it's just taking a less computer-oriented tack. Two years ago, the company created the Field Quality Program (FQP) for North American field operations, closely modeled on a successful program in its manufacturing operation. Instead of pinning its hopes on laptops, H-P now uses customer focus surveys, feedback systems, and courses on problem-solving skills to make sure managers understand that their basic job is to improve productivity.

What distinguishes FQP from SPP, according to Jack Caffey, who set up SPP's customer information center and is now manager of the Field Quality Program, is a matter of focus: "Before, we just gave the reps a laptop in the hopes their productivity would improve. Today, we're more into 'What are the activities, the simple processes that exist in the field, that we might standardize and improve on?' "

Up to now, Caffey has focused on those parts of the sales process that cause a lot of rework for sales reps. Proposal preparation is one activity that dramatically illustrates the wide chasm between the viewpoints espoused by AT&T and Hewlett-Packard. In AT&T's virtual office scheme, rather than pore through bulky manuals to write a proposal, the AE—while in the customer's presence—will access databases for the pertinent information on price, discounts, product specs, terms, etc., pulling together a generic proposal that can be modified or used to create an original one, all with attractive graphics. AT&T's Guerra believes that innovations like this will eventually prune the number of sales calls needed to close a sale. To Caffey, however, it amounts to mindlessly throwing technology at a problem and hoping some of it will stick.

At H-P, quotations are an important part of the proposal preparation. "Our product quotations used to be good for thirty days," Caffey elaborates. "We learned that many companies wanted prices to be valid beyond thirty days. After studying the quotation process and gathering data on the rework involved, we found that forty percent of the quotations to customers were rework. Thus, we figured if we made our quotes good for sixty days, we wouldn't have to prepare as many quotes from scratch, nor would salespeople waste as much time running between the office and the customer preparing quotations. By *looking* at the quotation process, rather than trying to automate it, we were able to simplify it."

While other companies are giving their sales reps software that allows them to create their own proposals, H-P has moved in the opposite direction. Recently, several "proposal centers" were set up, staffed by experts in desktop publishing. Creating proposals is a team effort, Caffey insists, and "giving a laptop to salespeople to do this is immature." He feels that the centers give salespeople the expert help they need and "spares [them] from spending a lot of time preparing proposals."

In Caffey's view, productivity tools given to sales reps should match their daily activities. However, he concedes

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such a match can sometimes be unproductive. "If the sales rep is writing all his own memos and letters and you give him a laptop, he'll love it because it matches his daily activity," he explains. "But we don't want sales reps doing their own correspondence. In that case, it's better to give the computer to an administrative assistant, have the rep dictate a letter, and tell the assistant what literature should be included."

Caffey further stresses that "H-P isn't against computers for sales reps, we're just a lot more sober when it comes to applying them. Different sales activities require different applications."

Users to Take More Notes, Skip Laps: Five-Year Projections of PC Shipments, 1991-96

	UNITS SHIPPED WORLDWIDE		
PC TYPE	1991	1996	% CHANGE
Multiuser	700,000	1,200,000	+71.4%
Desktop	20,400,000	30,400,000	+49.0
Laptop	2,100,000	400,000	-81.0
Notebook	2,300,000	5,300,000	+130.4
PenTop	0	3,000,000	N.A.
PenTab	0	2,800,000	N.A.
PenPad	0	1,400,000	N.A.
Hand-held	3,000,000	4,200,000	+40.0
TOTALS	**28,500,000**	**48,700,000**	**+69.9%**

Notes: Details may not add up to total due to rounding.

N.A.: Not Applicable.

SOURCE: Computer Intelligence; InfoCorp division.

NEW DOUBTS AND DIRECTIONS

H-P's conversion from apostle to doubter isn't that unusual among major companies. The Index Group, a Cambridge, Mass., consulting firm specializing in information technology, has a consortium called the Alliance, made up of 40 companies in the Fortune 300. When the Alliance was formed three years ago, SFA was the hot topic and the first research projects were devoted to it exclusively. Today, SFA rarely surfaces in group discussions, according to Jay Michaud, Alliance associate director, who adds, "The emphasis has shifted to larger business issues associated with—but not limited to—SFA. People are rethinking the nature of what it is they give to the sales force in terms of tools, what information the sales force needs, and the best way to deliver it."

"The hot button among Alliance members today," says director Joseph Ferreira, "is partnering—building a relationship with your key customers and suppliers, and constructing electronic connections between all concerned.

Continued on page 60

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SOFTWARE DIRECTORY UPDATE

This update of *S&MM*'s eighth annual "Directory of PC-Based Sales and Marketing Applications Software" (December 1991) includes packages released after our publication deadline. Listings (at right) include, in sequence: 1) vendor's name; 2) title of software package; 3) explanation of functions; 4) required memory; 5) price; 6) necessary computer models/operating systems; 7) network compatibility; and 8) installed base/age of package.

In the **Price** information, we have listed, where applicable, single user (SU) and multiuser (MU) fees.

Under **Hardware,** "IBM PC full range" refers to the full line of IBM PC systems: PC, XT, AT, PS/2 (under DOS), and any compatible laptop, as well as non-IBM (but 100% IBM-compatible) computers. Similarly, "Mac full range" refers to any Macintosh computer.

NetBIOS appears, where appropriate, under the **Network** heading. NetBIOS is a generic term for all major DOS-compatible networks and includes Novell and all Novell-compatible networks, such as PC LAN, Vines, etc.

Some software can be used for more than one application. The **boldface** number in each listing of the Vendor Directory below indicates the package's *primary* application; **boldface** numbers in the explanation of functions for each software package refer to the categories where the software can also be applied. (For a list of the 37 application categories, as well as more detailed information and caveats about how to use these listings, see the December 1991 Directory.)

(Note: The descriptive information contained here is provided by the vendors; because of this, *Sales & Marketing Management* cannot guarantee its accuracy.)

[illegible]

[illegible]

[illegible] Software Inc., P.O. Box 327, Leesburg, IN 46538-0327 (219-453-3560). Dave Tyler. **23**

[illegible] Systems Inc., 16 Greenfield Ave., Willowdale, Ontario, Canada M2N 3C8 (416-226-2181). Jay Rein. **1**

Curtis Software Corp., 2730 Monterey St., Suite 11, Torrance, CA 90503 (310-320-2451). James Curtis. **2**

Data Solutions Inc., 2340A Schoenersville Rd., Allentown, PA 18103 (215-264-2260). Lino Siriglia. **12**

Davis Software Engineering Inc., 1950 Stemmons Freeway, Suite 3044, Dallas, TX 75207. (214-746-5210 or 800-373-2668). Dawn Smith. **32**

[illegible]

Dynamic Interface Systems Corp. ([illegible]), 12555 Jefferson Blvd., Suite 265, Los Angeles, CA 90066 (310-305-9995). [illegible] **28**

Folio Corp., 2155 No. Freedom Blvd., Suite 150, Provo, UT 84604 (801-375-3700 or 800-543-6546). Sales Dept. **6**

James Hall Systems, 7335 Cuvier St., La Jolla, CA 92037 (61-551-0433). James Hall. **28**

KWIC Software, 5-39 Kent St. N., Simcoe, Ontario, Canada N3Y 3S1 (519-428-4650). Kent Rapley. **1**

Lightning Creative Software, 16885 Via Del Campo Ct., Suite 220, San Diego, CA 92127 (619-673-6915 or 800-745-8105). Harlan Friedman. **20**

[illegible] **13**

[illegible] Corp., 401 [illegible], Richardson, TX 75081 (214-231-1400 or 800-35[illegible]-3414). Kenneth J. [illegible] **13**

Palo Alto Software, 260 Sheridan Ave., Suite 219, Palo Alto, CA 94306. (415-325-3190). Tim Berry. **27**

Profile Technologies, 6 Londonderry Commons, Suite 331, Londonderry, NH 03053. (603-434-4817). Steve Baker. **1**

Software for Me, P.O. Box 1180, Cooper Station, New York, NY 10276 (914-668-2829). Floyd Victor Etienne. **20**

Research Coordinator: Melissa Campanelli. Additional research provided by Thayer C. Taylor.

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWORK	#/AGE
Attain Corp.	In Control	To-do list manager; organizes & categorizes activities to meet shifting needs; combines outlining with a row & column database manager; from the creators of FileMaker. **20**	512K	$129.95	Mac + & up; MOS 6.07+	No	New
Azure Software Inc.	PACEE—Project Analysis for Capital Equipment Expenditures	Specifically for buyers/sellers/marketers/financers of capital equip.; assists in selection & implementation of investment projects. **23**	640K (hard disk)	$395	IBM PC full range; DOS 2.0+	No	New
Canveon Systems Inc.	Infotrac†	Contact/sales management system; laptop merge utility; order entry; reports/notes/to-do lists; sales forecasting. **1, 7, 12, 27, 28**	384K	$395 (SU); $1,195 (MU)	IBM PC-AT & up; DOS 3.0+	All DOS-based NetBIOS compatible	New
Curtis Software Corp.	Catalog On Disk†	Creates catalogs for distribution on diskette. **2, 5**	384K	$495	IBM PC full range; DOS 3.0+	All DOS-based NetBIOS compatible	New
Data Solutions Inc.	LeadTrac	Tracks & categorizes leads by company name, address, phone number, contact name, etc.; generates categorized reports/notes. **12**	640K (hard disk)	$49.95	IBM PC full range; DOS 3.1+	All DOS-based NetBIOS compatible	New
Davis Software Engineering Inc.	Tele-Scope†	Multiuser telemarketing application software; import, process & export data into variety of formats; includes predictive & preview dialing; call-specific scripting; real-time reports; macro & micro management. **32, 12**	1 MB (hard disk)	$25,000-$250,000	IBM PC-AT & up; DOS 3.1+	Novell 3.11, WAN	New
DeLorme Mapping	DeLorme's Street Atlas USA	Street-level map database for the entire U.S.; user can view the whole country or specific states/regions/neighborhoods; runs under Windows 3.0. **13**	2MB (CD-ROM)	$99	IBM PC-AT & up, VGA color monitor; DOS 3.1+	All DOS-based NetBIOS compatible	New
Dynamic Interface Systems Corp. (DISC)	More $ales†	Relationship-building system; increases revenues & decreases costs; improves customer relations; lead tracking; pop-up features; automatic dialing; telecommunications. **28, 1, 12, 20, 25, 32**	640K (hard disk)	$2,100 (SU); $7,400-$26,000 (MU)	IBM PC full range, VGA color monitor; DOS 3.3	All DOS-based NetBIOS compatible; WAN	New
Folio Corp.	MailBag	Add-on package to E-mail program; stores & retrieves data within infobase; key word indexing. **6, 20, 36**	512K (hard disk)	$295	IBM PC full range; DOS 3.0+	Novell	New
James Hall Systems	Sales Cortex	System for the support & integration of the sales force; companywide pool of PIM-level sales, marketing, competition, product information; used in accordance with the Solution Selling course. **1, 12, 21, 22, 25, 28, 32**	3MB (hard disk)	$1,500+	Mac + & up; MOS 6.03+	All Mac compatible	New
KWIC Software	KWIC Contact	Contact/account management program; perpetual calender/memos; laptop merge utility; multiple database capability; partial key search; on-line help; accesses contact list. **1**	384K (hard disk)	$99.95 (SU); $199.95 (MU)	IBM PC full range; DOS 2.0+	All DOS-based NetBIOS compatible; UNIX, XENIX	New
Lightning Creative Software Inc.	Mind Strategies†	Program that aids in setting personal, business, financial & spiritual goals; contains hundreds of motivational quotes & graphic images. **10, 20**	640K (hard disk)	$129.95	IBM PC full range; EGA/VGA color monitor; DOS 2.0+	All DOS-based NetBIOS compatible	New
Logix Development Corp.	Centri 1.13	Parameter-driven lead-tracking system; tracks sales, support, advertising effectiveness. **12**	512K (hard disk)	$5,000 (SU), MU discount	IBM PC full range; DOS 3.1+	All DOS-based NetBIOS compatible	New
MapLinx Corp.	MapLinx	Database mapping application system; searches for contacts by zip code; works with ACT! 2.0 & FoxPro 2.0 programs. **13, 14**	640K (hard disk)	$99-$399	IBM PC-AT & up; DOS 3.1+	No	New
Palo Alto Software	Business Plan Toolkit 4.0†	Business plan development program; includes a complete 240-page manual, spreadsheet files for forecast & financial tables/graphs, Text Writer Guide application & complete sample business plan. **29**	512K or 1MB (needs Lotus)	$149.95	IBM PC full range, any DOS; Mac + & up, any MOS	All DOS-based NetBIOS compatible; all Mac compatible	New
Profile Technologies	INFOtrac 2.0†	Sales & contact management program; integrates with word processor; laptop merge utility; to-do list, auto-dialer, notes/reports, forecasting function, key word index. **1, 27, 28**	384K (hard disk)	$495 (SU); $1,995+ (MU)	IBM PC full range; DOS 3.1+	All DOS-based NetBIOS compatible; OS/2, UNIX, XENIX	New
Software for M+	A Piece of Mind	Program containing over 340 quotations, proverbs, aphorisms & anecdotes; items are cross-indexed into 48 categories; runs under Windows 3.0. **10, 20**	640K (hard disk)	$39.95	IBM PC full range; DOS 3.0+	No	New

† Customizable program

Continued from page 56

That downplays SFA because the salesperson may become an unnecessary intermediary. One of the building blocks of partnering is giving key customers direct access to certain databases. If the customer can get answers to questions about products, delivery schedules, or availability by going into a database, why does he need the salesperson?"

While Ferreira stresses that "no one has said this means the salesperson will become superfluous," the fact is that if the sales rep's much touted information role is blunted and electronic data interchange (EDI) takes over the ordering function, marketers down the road will have to decide what's left for the salesperson to do.

Escalating SFA budgets are cited as another cause for diminishing interest in SFA by blue-chip firms. "These projects are very expensive," says Kay Roberts, field marketing manager of pharmaceuticals for Digital Equipment Corp. (DEC) in Philadelphia, "Some are on the order of $10 million to $20 million over a three- to five-year project lifecycle. With the recession and tighter cost controls, companies are now taking a more analytical approach to SFA. They're asking themselves: What really is the justification for these systems? What values are they providing for the money they require? What are we getting out of them?"

Not everyone is throwing away their laptops, however. Giving the sales rep tools for providing the customer with better service is still a major catalyst for companies adopting sales automation programs. Typical of this approach is Ciba-Geigy's pigments division in Newport, Del., where a carefully planned four-phase program called LUSTRE (Laptop Utilities for Sales Technical Response) is under way. Using this program, sales reps will get information they need faster and, at the same time, will feed information into a "competitor database" that management can use as a research and policy-making tool.

Making sure customers get product literature when they need it is one way laptops will be used. For example, a sales rep will include in his or her call report the literature a customer has requested. When the call report is put into the system, the literature request will be automatically routed to the division's lab, where it will be handled on a next-day basis. After the literature is sent, a lab member will mark "complete" on the rep's message and return it to the rep's electronic mail box.

Salespeople will also gather data for two databases—one devoted to customer profiles, the second to competitor information. This information will include such things as what equipment customers are using, purchases, applications, dispersion techniques, pricing, and complaints. The information-gathering gets high priority, says project leader Joseph Kettenacker, because "the best information comes from people in the field." However, Kettenacker doesn't think this will impede existing selling efforts, because "the system will save salespeople a lot of time when they're looking for the information a customer has asked for."

Still, in order to win top management support, Kettenacker had to set up hard and soft dollar cost justifications for each phase of the automation project. "After each phase's rollout, we'll determine the cost savings," he says. "Obviously, there wasn't much cost savings in the first phase. But the other phases will produce savings in things like paper and mailings, as well as what you gain from faster response to customer inquiries and better service on customer work requests."

Portability and convenience may make it hard for many companies to resist the call of SFA.

Newer technologies like pen-based and palmtop computers might also attract companies to SFA because they expand the situations where computers can be used. One company that's using pen-based technology to strengthen its information hand is Gillette, the Boston-based personal care products marketer.

In this case, the firm invests GRid Systems' GRidPad with a dual-purpose function: Some 300 merchandisers tracking blade and razor products 1) collect data on retail conditions in stores, such as end-of-aisle displays and comments made by clerks and store managers; and 2) receive instructions to be reviewed before entering a store on goals to pursue for each outlet they visit.

"A Pathmark supermarket will have a different set of objectives than an Osco drugstore," explains Ted Standish, director of sales information systems for Gillette's North Atlantic group. "The objectives come from the AE calling on buying headquarters. Based on information from the field, the AE draws up the goals he or she feels will improve the business and provide a value-added service."

Each night, the merchandisers plug their GRidPads into the telephone and dial a host computer. The information gathered that day is uploaded to the computer, after which instructions for the next day's retail outlets are downloaded to the GRidPads. Stressing that the information that's now gathered every night formerly took weeks when paper forms had to be keypunched, Standish notes that "this helps us be even more responsive to customers' needs."

Lightening the salesperson's burden is another natural for palmtop portables. Before Pacific Bell's 200 key AEs adopted the palmtop marketed by Poqet Computer, Santa Clara, Cal., they lugged bulky books covering rates, discount packages, co-op advertising schedules, promotion programs, and special headings when they made their rounds selling advertising for the company's Yellow Pages directories. Then, too, there were the long, embarrassing silences while the key AE hurriedly fumbled through a 40-page rate book to find the answer to a question posed by a potential advertiser.

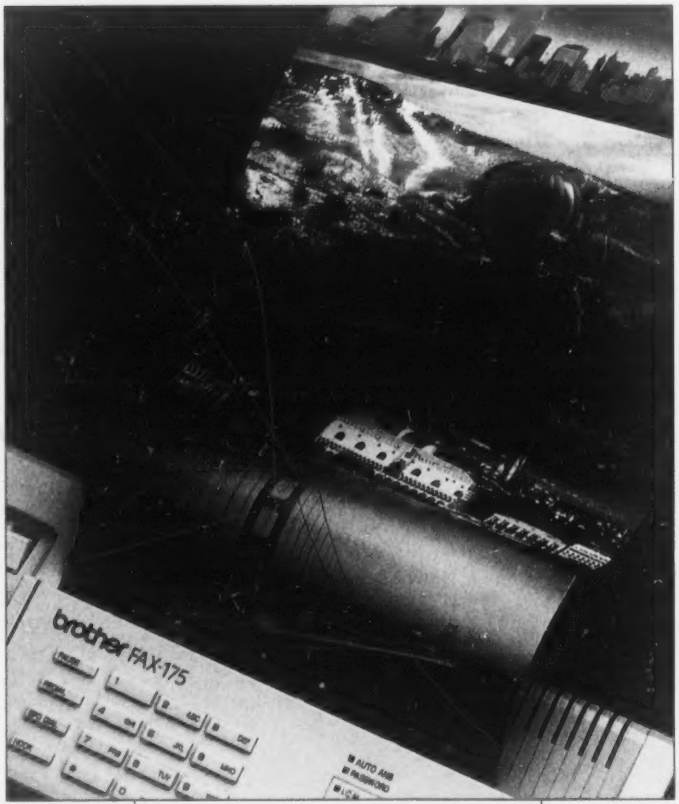
Today, all the books are stored in a Poqet pocket portable, making it possible for the sales rep to display various programs via a few keystrokes. Lloyd Hutchinson, key AE in San Diego, feels the single information source helps him sell more effectively. "Having all the information together makes it easier to be in tune with the various programs," he says. "Before I call on a prospect, I'll pull different programs up on the screen and look at them to see what will be most appropriate for that call."

The portability and convenience of palmtop and pen-based technologies, in particular, may make it hard to resist the call of SFA for many companies. In fact, market researcher William Lempesis, Pleasanton, Cal., projects shipments of pen-based computers skyrocketing from virtually nothing in '91 to 1.4 million by '93, and 5.35 million by '95.

No matter how you cut it, that's a lot of technology for the taking. ◆

TRAVEL FAX

Love it or hate it, *S&MM* readers have a lot to say about business travel.



GEORGE OBREMSKI

BY LOUISE DRIBEN,
EXECUTIVE EDITOR

In February, our "Fax Back" department played "Twenty Questions," soliciting your responses, opinions, and feedback on a number of issues related to business travel.

The result: Our fax line was deluged. Obviously, the topic struck a chord with our readers. And although we were pleasantly surprised by the number of responses, we weren't altogether surprised by the nature of your answers, experiences, and complaints. In fact, in many cases they served as reinforcement of the same old stereotypes—albeit with a couple of new twists. In other instances, we were able to pinpoint some trends among executives in sales and marketing. Here's what we found.

First, the universe of respondents: The Fax Backs we received indicate that 60% of you work for industrial products companies, 31% in services, and 16% in consumer businesses. (Note: Figures for some questions total more than 100% due to multiple responses.) Job titles run the gamut of corporate responsibilities, from president and CEO to regional sales manager—and even to administrative assistant to the president.

The size of the sales forces of our respondents is equally varied. Several indicated that they're a sales force of one; another numbered his legions at 2,000! Most, however, work at companies with sales forces of under 100.

Regardless of the size of their sales forces, however, our respondents all have one thing in common: they travel—a lot. Those in industrial products, for instance, report taking an average of 28.3 trips a year of 3.4 days each, while those in service travel 25 times a year on trips lasting an average of 3 days. In consumer goods, the numbers were 35.2 trips and 3.2 days, respectively (see chart, page 140). For this last group, that works out to a whopping 113.3 days away from home, nearly one-third of the entire year.

CORPORATE POLICIES

While some 45% of the respondents' corporations, divisions, or departments do *not* have a written set of guidelines regarding business travel, an overwhelming 88% feel having such a policy is a good idea. Of course, there are direct benefits of instituting written business travel guidelines, among them the ability to maintain tighter cost controls, better budget forecasting capabilities, and more control over salespeople's time and travel.

However, there's also a downside to having such a policy. Business travel guidelines are often written by a committee, and they're just as often written, executed, and enforced by the personnel department or human resources staff—office-bound folks who don't necessarily have a realistic sense of what sales and marketing people experience and need when on the road.

Because of this, corporate-mandated business travel allowances may have little relation to the reality of salespeople's needs or to the varying costs of business travel across the country—especially when it comes to entertainment expenses, an integral part of selling.

We also raised the question of corporate policy on frequent-flier mileage accrued while on company-paid business travel. Only 10% of respondents indicated their companies had "no such policy." The vast majority (86%), however, indicated that the mileage—and all benefits associated with it—belong to the employee, to do with what he or she sees fit. Only 4% indicated that frequent-flier mileage belongs to the company or must be used for company-related business travel.

Also, 88% of our respondents indicated that their companies *did not* have an established per-diem dollar figure for business travel. However, respondents whose companies *did* have such a policy cited markedly similar parameters for per-diem figures: an average of $29 per day for food, $100 a day for hotel expenses.

Another policy question concerned whether companies maintain corporate accounts with a specific airline, auto rental firm, or hotel chain. While 38% of the respondents indicated they don't have any such arrangements, those who do listed auto rental firms most often (98%), followed by accounts with "preferred" hotels (40%) and accounts with specific airlines (35%). Interestingly, respondents indicated that though they often maintain accounts with more than one car rental firm or hotel chain, the majority of those indicating accounts with specific airlines mentioned only one such liaison.

Who takes care of making travel arrangements for the sales force? The hands-down winner here was outside vendors or travel agencies, used by a full 61% of our survey respondents. Three respondents even noted that their outside vendor was located on-site and therefore dedicated to providing service to their company alone. Another answered that his company uses an outside vendor only for sales meetings. Rounding out the field, in-house travel departments were used slightly more often than staff personnel for this administrative task (see chart at the right).

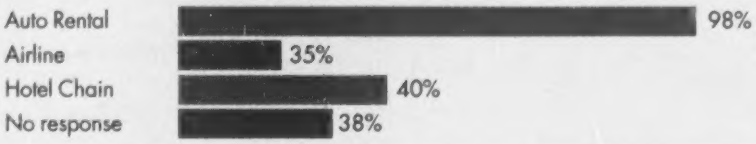
COST CONTROLS

How are sales and marketing executives who spend a good deal of their time on the road making the most of their corporate travel buck? When asked what changes, if any, they've made in business travel habits over the past year—when prices have generally soared and incomes, both corporate and personal, have not—most of our Fax Back respondents took the same road.

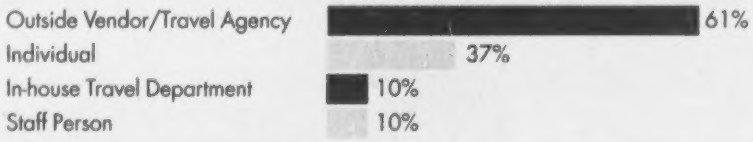
In fact, many *literally* took to the road, noting that they travel more frequently by car and less by air than they

SUPPLEMENT HIGHLIGHTS

Does Your Company Have a Corporate Account with a Specific Airline, Auto Rental Firm, or Hotel Chain?*



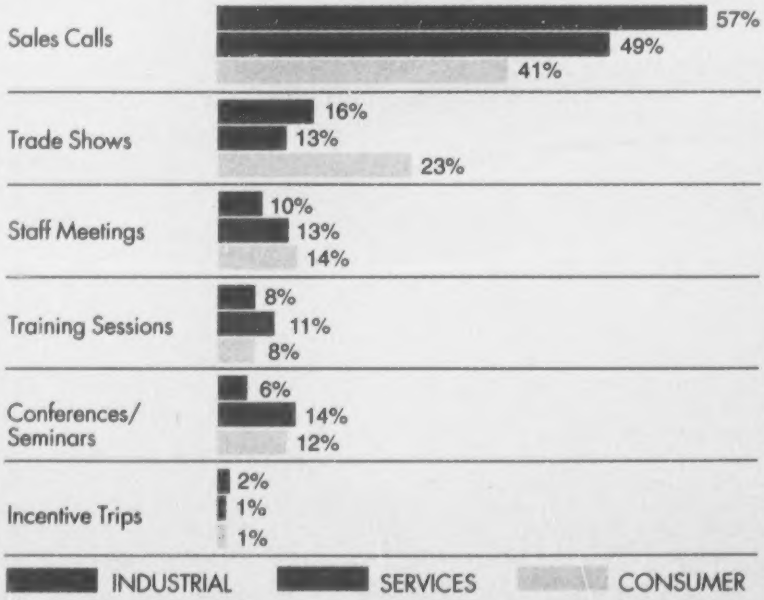
Who Makes Your Business Travel Arrangements?*



How Many Times Have You Traveled for Business in the Last Year?

LINE OF BUSINESS	% OF RESPONDENTS*	AVG. NUMBER OF TRIPS	AVG. DURATION
Industrial	60%	28.3	3.4 days
Services	31	25.0	3.0 days
Consumer	16	35.2	3.2 days

What Percentage* of Your Time Is Allocated to:



*Due to multiple responses and rounding, figures will not always total 100%.

have previously. They're also combining itineraries to neighboring destinations, thereby consolidating trips. And to get the biggest bang out of the buck on those air trips deemed essential, respondents are booking airline reservations earlier in order to capitalize on lower fares, staying over that extra Saturday night, double booking (perhaps hoping fares will go down), and even buying double round-trip tickets to take advantage of their seemingly lower fares, with the idea that the other half of each ticket can be used on future trips.

Others, acknowledging that air travel is a necessary evil that may not be as infrequent as they'd like, are downgrading hotels and "upgrading meals with part of the money 'saved' " on lower air fares. Others are upgrading to first-class air travel by using frequent-flier mileage.

Some respondents, on the other hand, are cutting the *amount* of travel they do, picking up the slack by doing more business via fax, phone, and letter-writing.

DIVIDING ONE'S TIME

When asked what percentage of their business travel time is allocated to sales calls, staff meetings, trade shows, training sessions, incentive trips, and conferences/seminars, it was clear that, whatever their line of business, survey respondents spend the majority of their time on the road making sales calls and the least time traveling on incentive trips. In industrial and consumer firms, trade shows were the second most frequently cited reason for travel, followed by staff meetings (see chart, page 140).

Your comments also indicated that all this professional selling activity on the road leaves you with little or no time to spend enjoying all the attractions of your numerous destinations. (For more on what respondents enjoy the most and least about business travel, see "Easing Travel's Wear and Tear," page 143).

Despite the demands—both professional and physical—of business travel, however, respondents managed to find enough positive aspects to form opinions of favorites cities—and even airports.

In fact, given the long list of grievances about air travel that respondents provided when asked to cite their biggest complaint when traveling, it was surprising that any of them listed a "favorite" airport—although a number actually did. The typical answers to that question, however, ran the gamut from "Are you kidding?" to "No such thing." Still, Atlanta's Hartsfield garnered its share of admirers, followed by the Orlando, Tampa, and DFW airports, in that order. An equally interesting list resulted from our call for favorite cities. Here, San Francisco was far and away the leader, followed by Chicago and Seattle.

Also noteworthy was the range of foreign cities and airports cited: Bangkok, Hamburg, Hong Kong, London, Mexico City, Tokyo, and Santiago, Chile, were favored cities; Mexico City, Ontario, Singapore, and Zurich favorite airports. Clearly, many of our readers are actively engaged in sales and marketing beyond our borders.

What do all these numbers, tables, and opinions prove? Nothing finite in the world of selling, to be sure, but they do provide us with the sense that our readers are extremely conscious of the value of both time and money when they're on the road and that they're keenly aware of their surroundings—even if they don't really have the time to enjoy them. ❖

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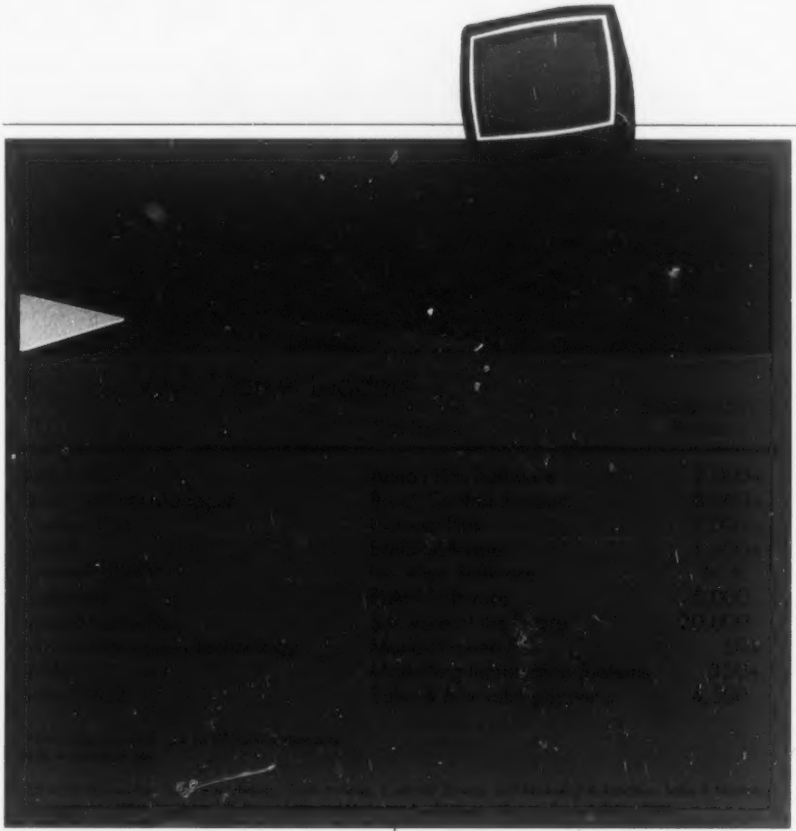

BY THAYER C. TAYLOR, SENIOR EDITOR

SMA SOFTWARE MARKET MAKES ITS OWN RULES

What price praise? This is a highly debatable point when it comes to sales and marketing (SMA) automation software—especially when you compare two leading annual directories of such systems.

Barton Goldenberg, president of Information Systems Marketing (ISM), Washington, D.C., a consultant firm specializing in SMA, publishes the *Guide to Sales, Customer Service, and Marketing Automation* ($995), which includes what ISM considers to be the 50 market leaders, based on functional and technical analyses, as well as performance tests of approximately 300 software packages.

Among the top 10 packages cited in the 1992 edition of the ISM report (see table), the installed base—according to data from *S&MM*'s "1991 Directory of PC-Based Sales and Marketing Applications Software"—ranged from 50 to 20,000.

These figures, however, are dwarfed by the mass sellers in the sales force automation (SFA) market. Among the 10 systems with 100,000 installations or more (again according to *S&MM*'s 1991 software directory), three are sales-oriented: Sales Management Solutions from Real World Corp., Concord, N.H. (300,000); Act! 2.0 from Contact Software Int'l, Carrollton, Texas (200,000); and Your Way from PRISMA Software, Cedar Falls, Iowa (100,000).

ISM's 1992 leadership ranking shows considerable churn from the previous year, when only seven software packages were cited as market leaders. The new top 10 rankings include a startling *seven* newcomers: Action Plus, Contact Plus, Emis II, Fastrack 3000, Goldmine, Market Force Plus, and Matrix Information Technology. Rounding out the list are three holdovers from last year's top seven: Brock Activity Manager, MSM, and Sales CTRL2.

This year's *Guide* supplements the software reviews with expanded sections on the implementation of SFA, how to measure SMA benefits, and the new role of data communications (see "Back from the Future," page 46).

Goldenberg notes that SMA benefits are both tangible and intangible, the former being much easier to quantify, since for the most part they concern increases in revenue per sales rep, overall business results, number of customers, contact time spent by reps with customers, new prospects pursued by reps, time spent by sales managers contacting key customers and working with sales reps, customer satisfaction, and the timeliness of follow-up customer correspondence. Among the intangibles: smoother functioning of the firm, improved company image, differentiation from competitors, and improved understanding of and control over selling and marketing costs.

CREATING A BUDDY NETWORK FOR SALES SYSTEMS

Now that computerization has finally been embraced by the last great bastion of corporate resistance to automation—the sales department—the problems involved in integrating sales-based systems with those of other divisions will begin to get more attention.

The idea here is to develop information that's more useful to sales and marketing departments, as well as to enable other departments to take advantage of sales-based data. According to Kathy Barton, marketing manager for sales systems at GE Information services, Rockville, Md., one of the most important trends in the sales force automation (SFA) market is "the movement that says this information is more valuable to my company if I can do something with it in addition to letting the local sales rep use it. The definition of SFA is no longer territory management on a laptop; rather, it's the integration of hardware, software, communications, electronic messaging, training, documentation, implementation, and ongoing support."

Most companies currently have islands of information—billing, marketing information, and order entry systems—that are underutilized because they don't share information. As a result, Barton describes a familiar scenario: "You want to mail a promotion piece to all clients using a certain product. The billing system has all the addresses, but it's not integrated with the marketing information system, which tells you what products customers are using. Nor is it integrated with the order entry system, which tells you all the customers that received a certain product within a certain time frame and how much they're billing."

SALES & MARKETING MANAGEMENT

JUNE 22, 1992 □ A BILL PUBLICATION □ FORTY-FIVE DOLLARS

1992 SALES MANAGER'S BUDGET PLANNER

SECTION I: USER'S GUIDE

SECTION II: METRO MARKET PROFILES

SECTION III: COMPENSATION & EXPENSES

A Bill Publication
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SALES & MARKETING MANAGEMENT

1992 SALES MANAGER'S BUDGET PLANNER

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USER'S GUIDE

A USER'S GUIDE TO THE SALES MANAGER'S BUDGET PLANNER
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METRO MARKET PROFILES

KEY TO METRO MARKET PROFILES

S&MM'S SELLING COST INDEX: 1981-91

TOLL-FREE NUMBERS FOR MAJOR AUTO-RENTAL AND HOTEL/MOTEL CHAINS

U.S. METRO MARKET PROFILES

CANADIAN METRO MARKET PROFILES

COMPENSATION & EXPENSES

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SECTION I

USER'S GUIDE

A USER'S GUIDE TO THE SALES MANAGER'S BUDGET PLANNER

A sampling of some of the many ways *SMBP* data can be used to calculate cost per call, increase sales call efficiency, and prepare a sales budget.

HOW THE GUIDE IS ORGANIZED

The User's Guide has been divided into three sections: Cost Per Call, Sales Call Efficiency, and Budgeting, with each section offering a sample of applications that can be expanded or altered according to your specific needs. To acquaint yourself with the *Budget Planner*'s data, locate the appropriate section and take a few minutes to read through the outlined procedures. The examples provided will help get you started toward generating the information and answers you need to help you plan more effectively.

COST PER CALL

Ask a dozen sales managers what the cost of a sales call is these days, and you're likely to get 12 different answers ranging anywhere from $100 to $1,000. The reason for this wide disparity is because each industry and source has a different definition of what constitutes legitimate sales-related costs, with some even factoring in such questionable items as administrative expenses, executive salaries, office space, and even marketing and advertising costs.

As one of the few sources reporting annual cost-per-call

DIRECTORY OF CONTRIBUTORS

The following organizations, associations, research firms, and consultants are sources for some of the statistics in the 1992 Sales Manager's Budget Planner. *For those readers who would like more information on a particular topic, the name and address of each contributor is listed below, along with a description of their activities.*

College Placement Council, 62 Highland Ave., Bethlehem, PA 18017 (215-868-1421). The CPC provides its services to career planning and placement directors at colleges and universities, as well as to employers who hire graduates of these institutions. The CPC's quarterly *Salary Survey* is the source for some of the training and compensation statistics in Section III of S&MM's *1992 Sales Manager's Budget Planner.*

Dartnell Corp., 4660 Ravenswood Ave., Chicago, IL 60640 (312-561-4000). Dartnell publishes business books, manuals, newsletters, and bulletins, most notably its annual *Survey of Sales Force Compensation.* In addition, Dartnell produces sales training films and cassettes and conducts management seminars.

***Incentive* Magazine,** 633 Third Ave., New York, NY 10017 (212-986-4800). *Incentive* is a monthly publication that covers the methods used by organizations to motivate customers at all levels to buy and employees to work more effectively. The magazine also conducts surveys of its readers and the incentive industry in general, and the *Sales Manager's Budget Planner* includes some of the results of its most recent Survey of Employee Motivation Practices.

International Exhibitors Assn., 5501 Backlick Rd., Suite 200, Springfield, VA 22151 (703-941-3725). The IEA is a membership organization whose Active Division represents the interests of firms using exhibits as a marketing or promotional medium. Its Allied Division consists of suppliers to the exposition industry. IEA's *1991 Budget Guide* contains charts and statistics that aid exhibit managers in assessing expenses, projecting future costs, and making comparisons with previous expenditures.

Mobil® Travel Guides, c/o Prentice Hall Press, 108 Wilmut Rd., Suite 450, Deerfield, IL 60015 (312-948-5995). This series of regional guides is published by Prentice Hall Press in collaboration with Mobil Oil Corp., and its listings of rated hotels and restaurants are used as the basis for selecting those destinations appearing in the *SMBP's* Metro Market Profiles. The seven regional guides cover the 48 contiguous states and selected cities in 10 Canadian provinces, and contain information on more than 14,000 lodgings and 7,500 restaurants.

Northwestern University Placement Center, Scott Hall, Evanston, IL 60201 (312-491-3709). Each year, the NUPC publishes *The Northwestern Lindquist-Endicott Report,* a data for consumer, industrial, and service salespeople, *S&MM* tends to take a simpler view of things when it comes to calculating cost per call, purposely limiting our guidelines to the two basic components of field selling—compensation and T&E (Travel & Entertainment)—and it is these two factors that form the basis of the cost-per-call data found in the *Sales Manager's Budget Planner.*

The first step in producing such figures involves gathering compensation and field-expense data from a wide array of industries and titles, and over the years, *S&MM* has been able to build up a substantial database of cost-related statistics by continuously surveying its subscribers, asking them to provide compensation and T&E figures for their own sales forces. These data are then sorted by both industry (Consumer, Industrial, and Service) and by level of experience (Sales Trainee, Mid-Level, Top-Level, and Supervisory salespeople).

Once these tabulations have been made, the summary data are then used to produce the cost per-call estimates by working through a series of four basic formulas, beginning with a generalized calculation of call patterns on both a daily

study of current trends in hiring and compensation that is used as a basis for some of the compensation data found in Section III of the *SMBP*. Full copies of the report are available from Northwestern University Placement Center at a cost of $40.

Official Airline Guides, 2000 Clearwater Drive, Oak Brook, IL 60521-8806 (708-574-6000). The OAG is a publishing company responsible for more than a dozen travel planning resources including the *OAG Desktop Flight Guide* series, the *Business Travel Planner*, and the OAG Electronic Edition Travel Service.

Runzheimer International, Runzheimer Park, Rochester, WI 53167 (414-534-3121). Runzheimer is an international management consulting company specializing in travel and living costs data. It publishes *Runzheimer Reports on Transportation* and *Travel Management*, as well as other related surveys and statistics.

Schonfeld & Associates, 1 Sherwood Dr., Lincolnshire, IL 60069 (708-948-8080). A management consulting company that publishes an annual study of advertising and promotional expenditures of major U.S. corporations, as well as other forecasts and tracking studies in the areas of marketing and advertising. The sales support data on advertising and promotional expenditures as a percentage of net sales in Section III of the *SMBP* are taken from Schonfeld's publication, *Advertising Ratios and Budgets*.

***Successful Meetings* Magazine,** 633 Third Ave., New York, NY 10017 (212-986-4800). In addition to a monthly magazine covering meeting trends and destinations, *SM* also publishes its annual *Successful Meetings Sourcebook*. Listings of meeting sites and conference centers in this directory are used as the basis for selecting those destinations that appear in the *SMBP's* Metro Market Profiles in Section II.

TRADESHOW WEEK, 12233 W. Olympic Blvd., Suite 236, Los Angeles, CA 90064-9956 (310-826-5696). A weekly newsletter dealing with trends and news in the tradeshow industry, *TRADESHOW WEEK* also publishes statistics and survey results, as well as three annual directories on exhibit halls, trade show services, and other related topics, including the *TRADESHOW WEEK DATA BOOK*.

TRAINING, The Magazine of Human Resources Development, 50 South 9th St., Minneapolis, MN 55402 (612-333-0471). *Training* is a monthly magazine dealing with job-related training and employee development in all types of organizations. Each October, the magazine publishes an Industry Report that is an overview of employee training in America.

and yearly basis. The following table shows the results of this calculation:

INDUSTRY	CALLS PER TERRITORY PER DAY A	B	EST. DAYS IN FIELD PER YEAR	CALLS PER TERRITORY PER YEAR A	B
Consumer					
Range	3-6	2-4	187	561-1,122	374-748
Median	4.5	3		841.5	561
Industrial					
Range	3-5	2-4	187	561-935	374-748
Median	4	3		748	561
Service					
Range	4-8	2-5	187	748-1,496	374-935
Median	6	3.5		1,122	654.5

In this table, an ***A Territory*** is defined as a metro area where customers and prospects are heavily concentrated and a salesperson can easily make multiple calls, or as a selling philosophy that emphasizes a high call quota. A ***B Territory*** reflects a territory where customers are widely dispersed, and more time is spent traveling between calls. The ***Estimated Days in Field Per Year*** is based on 4 days x 52 weeks per year, less 6 holidays and 15 days vacation and/or sick leave, resulting in a figure of 187 days. The ***Calls Per Territory Per Year*** reflects the ***Calls Per Territory Per Day*** ranges and/or medians multiplied by this figure, the median being the midpoint in each set of ranges.

With these data in hand, the next step involves calculating direct sales costs, which are limited to compensation and field expenses (T&E) only. The dollar figures shown in the table below have been taken directly from the responses to this year's annual compensation survey, and the ranges of ***Compensation*** and ***Field Expenses*** for the three industries listed were produced from the data gathered for two different levels of sales personnel: Mid-Level and Top-Level salespeople. Data for Trainees and Sales Supervisors were purposely excluded from these calculations, since in most cases they don't technically involve "field" salespeople and therefore would not realistically reflect the true range of either compensation or field expenses.

INDUSTRY	RANGE & MEDIAN COMPENSATION	+	RANGE & MEDIAN FIELD EXPENSES	=	TOTAL DIRECT SALES COSTS
Consumer					
Range	$21,000-$100,000		$1,200-$50,000		$22,200-$150,000
Median	$60,500		$25,600		$86,100
Industrial					
Range	$27,000-$90,000		$2,000-$47,000		$29,000-$137,000
Median	$58,500		$24,500		$83,000
Service					
Range	$18,000-$110,000		$1,200-$30,000		$19,200-$140,000
Median	$64,000		$15,600		$79,600

Having calculated a range and median for both the Calls Per Territory Per Year and the Total Direct Sales Costs, we can now produce a cost-per-call figure for ***A*** and ***B*** territories by utilizing a simple formula that equitably combines cost data and call patterns. Using the Consumer category as an example, we first divide the *highest* figures in the range of ***Calls Per Territory Per Year*** (1,122 and 748) into the *lowest* figure in the range of ***Total Direct Sales Costs*** ($22,200), which equals the low end of the ***Cost Per Call Per Territory*** range for each type of territory ($19.79 and $29.68). The *lowest* figures in the range of ***Calls Per Territory Per Year*** (561 and 374) are then divided into the *highest* figure in the range of ***Total Direct Sales Costs*** ($150,000), producing the high-end figure for each ***Cost Per Call Per Territory*** range ($267.38 and $401.07). By performing this same calculation with the comparable Industrial and Service figures and selecting the midpoint in each set of ranges, we produce the following ranges and medians of Cost Per Call Per Territory:

INDUSTRY	TOTAL DIRECT SALES COSTS	CALLS PER TERRITORY PER YEAR A	B	COST PER CALL PER TERRITORY A	B
Consumer					
Range	$22,200-$150,000	561-1,122	374-748	$19.79-$267.38	$29.68-$401.07
Median	$86,100	841.5	561	$143.59	$215.38
Industrial					
Range	$29,000-$137,000	561-935	374-748	$31.02-$244.21	$38.77-$366.31
Median	$83,000	748	561	$137.62	$202.54
Service					
Range	$19,200-$140,000	748-1,496	374-935	$12.83-$187.17	$20.53-$374.33
Median	$79,600	1,122	654.5	$100.00	$197.43

Finally, by combining the ranges for both territory types, we can calculate a ***Median Cost Per Call*** figure for each industry group as a whole, which is done by first selecting the lowest and highest figure from each set of ranges (Territory A and Territory B). For the Consumer industry category, the resulting combined range would be $19.79 (low) to $401.07 (high), which gives us a median cost-per-call figure of ***$210.43***. By performing this same calculation for the other two industry groups, we produce the following list of Median Cost Per Call by Industry:

INDUSTRY	COMBINED RANGES (TERRITORIES A & B)	MEDIAN COST PER CALL
Consumer	$19.79-$401.07	**$210.43**
Industrial	$31.02-$366.31	**$198.67**
Service	$12.83-$374.33	**$193.58**

Using these same basic formulas, you can take data from virtually any company or industry group and use it to produce your own customized cost-per-call averages based on more specific call-pattern and expense data gathered from company records.

SALES CALL EFFICIENCY

Having discussed how call patterns and direct sales costs are used to construct the cost-per-call estimates for the *Sales Manager's Budget Planner*, let's move on to something called the Sales Call Efficiency Index (SCEI), a figure that can be used to measure the relative effectiveness of salespeople assigned to similarly sized territories with markedly different cost characteristics.

In order to compare cost-per-call ratios from your various territories more fairly, it's important that the differences between markets be examined in depth. In this example, we'll look at two different metro markets with roughly the same population—New Orleans (where daily expenses are higher than average) and the Norfolk-Virginia Beach-Newport News, Va., area (with below-average costs).

Step 1: The first thing you need to do when formulating an SCEI is to calculate your salespeople's call patterns. The following formula should be used to make this calculation:

SALESPERSON	ACTUAL CALLS REPORTED	AVERAGE CALLS PER DAY	x	TOTAL DAYS IN FIELD	=	ESTIMATED TOTAL CALLS	ACTUAL OR ESTIMATED CALLS PER YEAR

These figures can either be gathered by totaling the number of calls listed on the salesperson's call reports (entered under ***Actual Calls Reported***), or by multiplying the ***Average Calls Per Day*** by the number of days the salesperson spends in the field (***Total Days in Field***), which gives you the ***Estimated Total Calls*** figure. Whichever formula is used, the annual total for each salesperson should then be entered under ***Actual or Estimated Calls Per Year***.

Step 2: Next, you'll need to compute your salespeople's direct sales costs, and this can be done by utilizing the formula below:

SALES-PERSON	BASE SALARY +	BONUS OR COMMIS-SION +	AUTO EXPENSE +	T&E EXPENSE +	OTHER EXPENSES	= TOTAL DIRECT SALES COSTS

Your company financial records will provide most of the necessary information on ***Base Salary*** and ***Bonus or Commission***. Data on ***Auto Expenses***, ***T&E Expenses***, and ***Other Expenses*** can usually be obtained from expense account reports or from the data contained in the Metro Market Profiles in Section II of the *SMBP*. By adding these individual components, you will arrive at a figure that reflects each salesperson's ***Total Direct Sales Costs***.

Step 3: With the summary data from these two tables in hand, you can calculate an approximate ***Unweighted Cost Per Call*** figure for each salesperson by dividing ***Total Direct Sales Costs*** by the ***Actual or Estimated Calls Per Year*** figure:

SALESPERSON	TOTAL DIRECT SALES COSTS ÷	ACTUAL OR ESTIMATED CALLS PER YEAR	= UNWEIGHTED COST PER CALL

Step 4: Because of differences in geography, the number and type of accounts, and customer concentration (or dispersal), it can safely be said that no two sales territories are exactly alike. By using the following table of Territory Concentration Factors, however, you can compensate for this diversity by assigning "weights" to the average number of calls per day for the salesperson or territory in question.

STANDARD AVERAGE CALLS PER DAY	AVERAGE CALLS PER DAY FOR TERRITORY 10	9	8	7	6	5	4	3	2	1
10	1.00	1.11	1.25	1.42	1.66	2.00	2.50	3.33	5.00	10.00
9	.90	1.00	1.11	1.28	1.50	1.80	2.25	3.00	4.50	9.00
8	.80	.88	1.00	1.14	1.33	1.60	2.00	2.66	4.00	8.00
7	.70	.77	.87	1.00	1.16	1.40	1.75	2.33	3.50	7.00
6	.60	.66	.75	.85	1.00	1.20	1.50	2.00	3.00	6.00
5	.50	.55	.62	.71	.83	1.00	1.25	1.66	2.50	5.00
4	.40	.44	.50	.57	.66	.80	1.00	1.33	2.00	4.00
3	.30	.33	.37	.42	.50	.60	.75	1.00	1.50	3.00
2	.20	.22	.25	.28	.33	.40	.50	.66	1.00	2.00
1	.10	.11	.12	.14	.16	.20	.25	.33	.50	1.00

The first thing you need to do is determine the average number of calls your salespeople make each day, based on the total number of calls per day logged by your entire sales force. Once this average has been calculated, it should be charted on the ***Standard Average Calls Per Day*** axis on the left side of the table. Next, using the Territory Concentration Factor data, you "equalize" the differences in the number of ***Average Calls Per Day for Territory***, which are charted along the top of the table. This procedure is explained in greater detail in the comparison of the New Orleans and Norfolk markets that follows.

METRO	TOTAL DIRECT SALES COSTS	CALLS PER YEAR	UNWEIGHTED COST PER CALL	TERRITORY CONCENTRATION FACTOR
New Orleans	$78,000	950	$82.00	.80
Norfolk	$62,000	575	$108.00	1.33

	PER DIEM INDEX	WEIGHTED PER DIEM INDEX	SCEI COST PER CALL	WEIGHTED SCEI COST PER CALL
New Orleans	119	.84	$86.21	$99.05
Norfolk	90	1.11	$89.98	$82.93

Step 5: The table above shows how a Sales Call Efficiency Index is constructed. For the purposes of this example, let's say that by following Steps 1 through 3, you've found that the New Orleans salesperson has an Actual or Estimated ***Calls Per Year*** figure of 950 calls and ***Total Direct Sales Costs*** of $78,000. The Norfolk salesperson, on the other hand, makes 575 calls with $62,000 of direct sales costs. By dividing the total number of calls into the direct sales costs figure for each salesperson, we arrive at an ***Unweighted Cost Per Call*** for New Orleans of approximately $82.00, as opposed to $108.00 for Norfolk. At first glance, it appears that the New Orleans salesperson is managing expenses better than the person in Norfolk, since the Unweighted Cost Per Call there is some $26 lower. However, to make a fair evaluation of the performance of each salesperson, you need to recognize that Norfolk and New Orleans are two vastly different markets in terms of operating costs. To develop a Sales Call Efficiency Index that will compensate for differences in meal costs, room rates, and other expenses, you'll first need to calculate the Standard Average Calls Per Day for your sales force as a whole, and then for each of the salespeople in the two territories in question.

Assuming that your sales force averages 4 calls per day overall, you chart this figure on the Standard Average Calls Per Day axis of the Territory Concentration Factor table. With this information in hand, you then need to look at the Average Calls Per Day for Territory for both New Orleans and Norfolk. Upon determining that the New Orleans salesperson averages 5 calls per day, while the Norfolk salesperson has an average of 3, you then locate each of these figures along the top of the TCF table, moving down to match them with the number directly across from your Standard Average Calls Per Day figure (4), which shows a ***Territory Concentration Factor*** of .80 for New Orleans and 1.33 for Norfolk.

At this point, you'll need to record the ***Per Diem Index*** figure for each of these markets, and these can be found in the Metro Market Profiles in Section II. The Per Diem Index for New Orleans is 119, while Norfolk's is 90. By dividing each of these figures into 100 (the Per Diem Index for the U.S.), you then produce a ***Weighted Per Diem Index*** for each metro—.84 for New Orleans and 1.11 for Norfolk—which is then entered under the corresponding column in the table above.

Now you have all the information you need to construct an ***SCEI Cost Per Call*** for each territory, which is done by following the equation below:

$$\frac{\text{Total Direct Sales Costs} \times \text{Weighted Per Diem Index}}{\text{Calls Per Year} \times \text{Territory Concentration Factor}} = \text{SCEI COST PER CALL}$$

For New Orleans, the calculation would be:

$$\frac{\$78{,}000 \times .84}{950 \times .80} = \frac{\$65{,}520}{760} = \$86.21$$

And for Norfolk:

$$\frac{\$62{,}000 \times 1.11}{575 \times 1.33} = \frac{\$68{,}820}{764.8} = \$89.98$$

This reveals that the SCEI Cost Per Call for New Orleans is $86.21, while Norfolk's figure is $89.98. By utilizing this formula, what was originally a $26.00 difference in the Unweighted Cost Per Call has been cut to a mere $3.77.

The SCEI Cost Per Call can also be further refined by factoring in the differences in field expenses for each territory, producing what could be called a ***Weighted SCEI Cost Per Call***. By using the data from Step 2 in the SCEI process to separate your salespeople's compensation from other expenses, you find that the New Orleans salesperson had a total compensation (Base Salary plus Bonus or Commission) of $61,000 plus $17,000 in expenses, while the Norfolk salesperson had a compensation/expenses split of $49,000 and $13,000. A Weighted SCEI Cost Per Call can then be calculated by multiplying each salesperson's expenses by the Weighted Per Diem Index and adding it to their compensation, dividing the resulting total by the total of Calls Per Year x the TCF, according to the following formula:

For New Orleans, the calculation would be:

$$\frac{\$61{,}000 + (\$17{,}000 \times .84)}{950 \times .80} = \frac{\$75{,}280}{760} = \$99.05$$

For Norfolk:

$$\frac{\$49{,}000 + (\$13{,}000 \times 1.11)}{575 \times 1.33} = \frac{\$63{,}430}{764.8} = \$82.93$$

The resulting totals reveal that the average cost of a sales call in New Orleans—once more than $26.00 *lower* than that of Norfolk—is actually more than $16.00 ***higher*** when territory concentration and field expenses have been properly factored in. This just goes to show that before you rely on the simple answer to the question of what it costs to make a sales call, remember that the subtle differences in markets and territories can often be deceiving.

BUDGETING

How much are your salespeople spending each year? By constructing a territorial sales budget that breaks out the various components of selling, you can easily analyze individual cost factors, which may help you uncover areas where adjustments and/or cutbacks can be made. The data you'll need for each of your salespeople's territories can be gathered from company records, the Metro Market Profiles contained in Section II, and other tables from the *Budget Planner*. To lay out your worksheet, begin by following the example below, and then review each of the 16 steps that correspond to the individual lines and columns listed.

COLUMNS:

1. List the individual ***Metro Areas*** that comprise each of your territories, using the data from the Metro Market Profiles in Section II of the *SMBP*.

2. Enter your annual ***Projected Sales*** for each metro.

3. For ***Lodging Costs***, estimate the total number of nights per year spent in each metro and multiply this figure by the Average Daily Lodging cost shown in each metro profile, making sure to add the appropriate lodging tax rates where applicable.

4. To estimate ***Meal Costs***, add up the number of meals for each metro and multiply by the appropriate figure shown (Breakfast, Lunch, and Dinner), and then add the corresponding meal tax rates.

5. If a car is to be rented, multiply the number of days by the average daily ***Auto-Rental*** cost shown in the table, "Daily Auto-

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Rental Rates by Region and Metro" in Section II of the *SMBP.*

6. Estimate any additional ***Miscellaneous Expenses***, such as taxi or limo fares, and enter them in this column.

7. Calculate ***Entertainment*** costs by adding additional meal costs, multiplied by the total number of clients or prospects entertained, as well as any other related expenses.

8. Estimate any extra ***Transportation*** costs—air, train, or bus fares—that may be incurred in trips to the home office or to sales meetings or seminars.

9. Factor in any ***Promotional*** expenditures, including advertising, sales promotions, trade show costs, meetings, etc., that are charged to the individual metros, or construct an average for each metro by dividing the total number of metros into the territory's total promotional expenditures.

10. Total the expenses from columns 3 through 9, which will give you the ***Total Metro Expenses*** for each metro listed.

LINES:

11. Total the expenses for each vertical column (2 through 10) and enter here under ***Metro Totals***.

12. Enter your ***Projected Total Territory*** *sales* on this line under column 2, and ***Projected Total Territory*** *expenses* for each of the seven categories (columns 3 through 9).

13. Calculate the ***Percent of Total*** projected sales accounted for by the territory by dividing the Projected Total Territory figures on line 12 into the Metro Totals on line 11. Enter these percentages under columns 2 through 10.

14. Add up the ***Budgeted Salaries*** (Salary plus Bonus or Commission) for all sales managers and field salespeople in the territory, and enter on line 14, column 2.

15. Enter the ***All-Metro Total*** from the Metro Totals on line 11, column 10, adjusting this figure to reflect any additional expenses—rent, utilities, or other staff expenses—charged to the sales division.

16. Add the totals for ***Budgeted Salaries*** (line 14) and the ***All-Metro Total*** (line 15), which will result in a figure that reflects a majority of your ***Actual Expenses***. With this figure in hand, you can then subtract it from the ***Projected Total Territory*** sales (line 12, column 2), which will give you the gross dollar return on sales in the territory's component metros (sales – expenses = return on sales).

This dollar figure can then be converted to a percentage and compared to your company's projected profit ratio, which tells you if your budget is on target. If it isn't, an analysis of the individual cost components should reveal areas that can be adjusted or cut back. If a territory is made up of largely non-metro areas, this will be reflected in the Percent of Total figure on line 13, and adjustments can be made accordingly.

Preparing a Sales-Costs Budget

1. METRO AREAS	2. PROJECTED SALES	3. LODGING COSTS	4. MEAL COSTS	5. AUTO RENTAL	6. MISC. EXPENSES	7. ENTERTAIN-MENT	8. TRANSPOR-TATION	9. PROMO-TIONAL	10. TOTAL METRO EXPENSES
11. METRO TOTALS									
12. PROJECTED TOTAL TERRITORY									
13. PERCENT OF TOTAL	%	%	%	%	%	%	%	%	%
14. BUDGETED SALARIES									
15. ALL-METRO TOTAL									
16. ACTUAL EXPENSES									

SECTION II

METRO MARKET PROFILES

KEY TO METRO MARKET PROFILES

Each of the 100 Metro Market Profiles in the *1992 Sales Manager's Budget Planner* contains statistics for nine major categories, providing both managers and field salespeople with a concise picture of each of these major markets. The data in these profiles allow managers to be more precise in their budgetary planning, as well as in the allocation of sales force dollars for travel and entertainment. In addition, these listings provide field salespeople with statistics on selected accommodations, meeting sites, and restaurants that they can use to keep their own expenses in check.

For each category, certain criteria for inclusion in the *Budget Planner's* listings have been established, and the following definitions outline these specific guidelines. The 94 U.S. metro markets are listed alphabetically, followed by 6 major Canadian markets.

VITAL STATISTICS—Figures in this section have been selected from the most recent edition of Sales & Marketing Management's *Survey of Buying Power*, with the statistics reflecting a cut-off date of 1/1/91. **Population** figures show the total metro-area population, while **Households** shows the total number of households, regardless of the number of occupants (single- or multiple-person units). **Median Age** shows the midpoint in the range of metro-area age distribution, with half the population older, and half younger, than this figure. The current U.S. median age is 33.0 years.

Total EBI lists the Effective Buying Income for a metro, a figure roughly equivalent to disposable, or after-tax, income. The **Median Household EBI** shows Effective Buying Income on a household basis, the median being the point at which half the metro's incomes are above, and half below, the listed figure. Median household EBI for the U.S. is currently $27,912. **Total Retail Sales** reflects net sales for all establishments primarily engaged in retail trade in a given metro area, excluding those of wholesale and service establishments.

The **Buying Power Index** is a weighted indicator that combines a metro area's total population, income, and retail sales, expressing it as a percentage of total U.S. potential (100.0000). The BPI is most often used as a relative indicator, revealing how much "buying power" a metro controls (i.e., the BPI of the Los Angeles-Long Beach metro area is 3.8050, or roughly 4% of U.S. potential).

Telephone numbers and **Area Codes** for the local **Chamber of Commerce** and **Convention & Visitors Bureau** were gathered by *Sales & Marketing Management.*

MEAL & LODGING COSTS—The **Average Daily Lodging** costs shown are calculated from the individual ranges of lodging rates listed for each market (see Hotels/Motels). Average daily **Meal** costs for Breakfast (**B**), Lunch (**L**), and Dinner (**D**) were calculated by *Sales & Marketing Management*, based on data from the *1991 Sales Manager's Budget Planner* and the U.S. Bureau of Labor Statistics' *December 1991 CPI Detailed Report*. A notation of **N.A.** means that rates for this market were unavailable.

PER DIEM—The Per Diem **Total** for each market reflects the total daily cost of lodging and three meals. The Per Diem **Index** shows a market's Per

AKRON, OHIO

VITAL STATISTICS

Population: 658,600
Households: 249,700
Median Age: 33.5
Total EBI: $8,656,674,000
Median Hshld. EBI: $27,387
Total Retail Sales: $4,335,153,000
Buying Power Index: 2482
Chamber of Commerce: 376-5550
Convention & Visitors Bureau:
800-245-4254/376-4254
Telephone Area Code: 216

MEAL & LODGING COSTS

Avg. Daily Lodging: $94.10
Meals: B-$5.28
L-$7.63
D-$18.12

PER DIEM

Total: $125.13
Index: 82

TAX RATES

Meals: 5.75%
Lodging: 11.75%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Aurora Inn	Aurora	[illegible]-6121	$72-143
Best Western Aurora Woodland Hills	Aurora	562-9151	$99-123
Hilton Inn West	Akron	867-5000	$68-102
Hilton Quaker Square	Akron	253-5970	$70-135
Holiday Inn	Akron	666-4131	$54-75

SAMPLE

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Quaker Square	Akron	253-5970	$75
Holiday Inn	Hudson	653-9191	$44-70

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Lanning's	Akron	864-2553	M
Maison Martel	Akron	867-4114	M
Tangier	Akron	376-7171	M

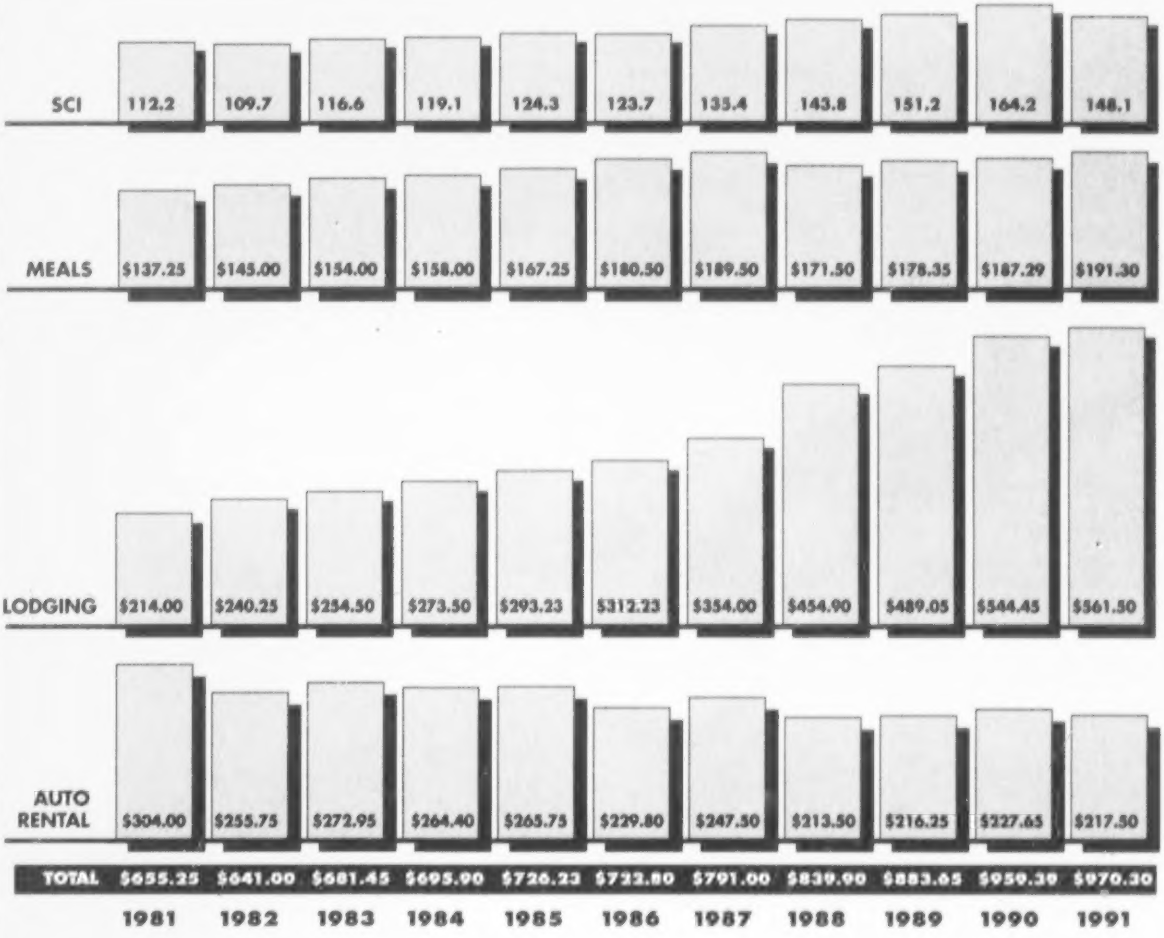
AIRPORT-TO-CITY TRANSPORTATION

Distance: 15 mi. SE
Time: 20-30 min.
Taxi: $32.00
Limo: $8.25

DAILY AUTO RENTAL

Average Rate: $48.50

The Selling Cost Index: A Look at Weekly Expenses for the Three Major Cost Components



The Selling Cost Index is calculated by multiplying the national averages for the three SCI components—**Meals, Lodging,** and **Auto Rental**—by 5 days (a typical week in the field), producing the individual weekly totals that are then added together, resulting in a combined weekly **Total** for the three basic components. For 1991, the formula would be $191.30 + $561.50 + $217.50 = **$970.30**. The **SCI** is then calculated by dividing the 1981 base year **Total** ($655.25) into the corresponding weekly **Total**, producing the index figure for each subsequent year. For 1991, the calculation of $970.30 ÷ $655.25 produces an SCI of **148.08**, indicating that weekly costs have risen by 48.1% over the course of the last decade.

SOURCE: *Sales & Marketing Management; 1992 Sales Manager's Budget Planner*

Diem Total expressed as a ratio of the U.S. average, or 100. An Index figure of 110, for example, means that per diem costs in this market are roughly 10% higher than the national average of $152.37. A notation of **N.A.** means that rates for this market were unavailable.

TAX RATES—Taxes for **Meals** and **Lodging** are shown where applicable, with Lodging tax rates reflecting the combined rates for both local taxes and any additional surcharges for lodging. A notation of **N.A.** means that rates for this market were unavailable.

HOTELS/MOTELS—Individual locations and rates in this category have been selected from the listings of three-star (★★★) hotels and motels in the *1992 Mobil® Travel Guide*. Because most sales managers prefer that their salespeople select medium-priced accommodations when in the field (and it is felt that three-star locations best represent this standard), *S&MM* has limited its listings to those locations with this specific rating. Only those hotels and motels that carried a three-star rating in the most recent edition of the *Mobil® Travel Guide* are listed.

Note: Hotel/Motel listings carrying starred ratings are copyright 1992 by ***Mobil® Oil Corporation****, New York, N.Y. Additional information on the* Mobil® Travel Guides *can be found in the User's Guide in Section I of this publication.*

City listings reflect the mailing address for each location, even though all hotels and motels listed lie within designated metro-area boundaries. **Phone** numbers show local listings (without area code), with toll-free numbers for most major chains listed in a separate table at the beginning of this section. **Rates** shown reflect the

Toll-Free Numbers for Major Auto Rental & Hotel/Motel Chains

AUTO RENTAL FIRMS

Alamo	800-327-9633
Allstate	800-634-6186
Avis	800-331-1212
Budget	800-527-0700
Dollar	800-421-6868
Enterprise	800-325-8007
General	800-327-7607
Hertz	800-654-3131/ 800-755-4400 (Okla.)/800-654-3001 (Canada, except B.C. and Toronto)
National/Tilden	800-CAR-RENT
Thrifty	800-367-2277
Value	800-327-2501

HOTEL/MOTEL CHAINS

Best Western Int'l.	800-528-1234/ 800-528-2222*
Budgetel Inns	800-4-BUDGET
Clarion Hotels	800-CLARION
Comfort Inns	800-228-5150
Compri Inns	800-4-COMPRI
Crown Sterling Suites	800-433-4600
Days Inn	800-325-2525
Doubletree	800-528-0444
Drury Inns	800-325-8300
Econo Lodges of America	800-446-6900
Economy Inns of America	800-826-0778/ 800-423-3018 (Fla.)
Embassy Suites	800-362-2779
Fairfield Inn by Marriot	800-228-2800
Fairmont Hotels	800-527-4727
Four Seasons Hotels	800-332-3442
Friendship Inns of America Int'l	800-453-4511
Guest Quarters	800-424-2900
Hampton Inn	800-HAMPTON
Harley Hotels	800-321-2323
Helmsley Hotels	800-221-4982
Hilton Hotels	800-HILTONS/ 800-368-1133*
Holiday Inn	800-HOLIDAY/ 800-238-5544*
Howard Johnson	800-654-2000/ 800-654-8442*
Hyatt Corp.	800-228-9000
Inter-Continental Hotels	800-327-0200
La Quinta Motor Inns Inc.	800-531-5900/ 800-426-3101
Loews Hotels	800-223-0888/ 800-522-5455 (N.Y.)
Marriott Courtyards	800-321-2211
Marriott Hotels	800-228-9290
Marriott Residence Inns	800-331-3131
Master Hosts Inns	800-251-1962
Meridien	800-543-4300/ 800-442-5917 (N.Y.)
Omni Hotels	800-843-6664
Quality Inns	800-228-5151
Radisson Hotels	800-333-3333
Ramada Inns	800-2-RAMADA/ 800-228-3232*
Red Lion-Thunderbird	800-547-8010
Red Roof Inns	800-843-7663
Ritz-Carlton	800-241-3333/ 800-621-6906 (Chicago)
Rodeway Inns International	800-228-2000
Sheraton Hotels & Inns	800-325-3535
Sonesta Hotels	800-343-7170
Stouffer Hotels & Inns	800-HOTELS-1
Super 8 Motels	800-343-1991
Susse Chalet Motor Lodges & Inns	800-258-1980/ 800-572-1880 (N.H.)
Travelodge International Inc.-Viscount Hotels	800-255-3050
Treadway Inns	800-873-2392
Trusthouse Forte Hotels	800-225-5843
Vagabond Hotels Inc.	800-522-1555/ 800-468-2251 (Canada)
Westin Hotels	800-228-3000
Wyndham Hotels	800-822-4200

*For hearing impaired

approximate low-single to high-double ranges as listed in the *1992 Mobil® Travel Guide*. Because of the cut-off dates imposed by *Sales & Marketing Management* in the collection and publication of these statistics, readers are advised that while every effort has been made by *S&MM* and the *Mobil® Travel Guides* to ensure the accuracy of rate-oriented data, some changes in these figures are bound to occur. Because of this, when pricing accommodations, be sure to ask about changes, group plans, and/or corporate discounts.

MEETING SITES/CONFERENCE CENTERS—Listings in this section have been selected from the 1992 edition of the *Successful Meetings Sourcebook*, although S&MM's *Sales Manager's Budget Planner* lists only those locations with **10 or more meeting rooms**, limiting these listings to the medium- and large-sized meeting sites and conference centers in each metro market.

Note: Selected listings of Meeting Sites/Conference Centers are copyright 1992 by ***Successful Meetings****, New York, N.Y. Additional information on the* Successful Meetings Sourcebook *can be found in the User's Guide in Sec-*

tion I of this publication.

City listings reflect the mailing address for each site, even though all locations listed are within metro-area boundaries. **Phone** numbers reflect local listings (without area code), with toll-free numbers for most major chains listed in a separate table at the beginning of this section. **Group Rates** reflect low-single to high-double ranges wherever possible, and only those Group Rates listed in the 1992 edition of the *Successful Meetings Sourcebook* are shown.

RESTAURANTS—Listings are based on three- (★★★), four- (★★★★), and five-star (★★★★★) rated restaurants in the *1992 Mobil® Travel Guide. S&MM* has established these criteria to reflect the fact that most salespeople tend to choose higher-quality establishments for entertaining their clients and prospects.

Note: Restaurant listings carrying starred ratings are copyright 1992 by ***Mobil® Oil Corporation****, New York, N.Y. Additional information on the* Mobil® Travel Guides *can be found in the User's Guide in Section I of this publication.*

Again, **City** listings reflect the mailing address for each restaurant listed, and **Phone** numbers are shown without local area codes. The **Price Code** for each restaurant (**M** = Moderate, **M-E** = Moderate-Expensive, and **E** = Expensive) has been produced by *Sales & Marketing Management* and is based on dinner price ranges listed in the *1992 Mobil® Travel Guides* for each selected location. Allowances have been made for differences in geographic location and other relative costs for each market when determining price codes. For example, a moderate-priced restaurant in New York City will be more expensive than one in Tulsa.

An asterisk (*) indicates that a restaurant was the recipient of a 1991 *S&MM* Business Executives' Dining Award (BEDA), and these establishments have been listed regardless of whether they appear in, or have been rated by, the *Mobil® Travel Guides*. In cases where establishments *do not* appear in Mobil's listings, price codes are unavailable.

DAILY AUTO RENTAL—Listings in this section are based on Runzheimer International's *1992 Runzheimer Meal-Lodging Cost Index* and reflect average daily rates for the local nondiscounted cost of renting a compact car (excluding insurance, tax, and mileage restrictions, where applicable). Due to the frequent changes in such rates and the possibility of local promotions and discounts, however, these rates should only be used as a basic guideline when allocating auto-rental expenses. Additional rates were supplied by *Sales & Marketing Management*.

AIRPORT-TO-CITY TRANSPORTATION—The **Distance** shown reflects the number of miles between the airport and the main city in a given metro area (usually the first city listed in a multiple market). The **Time** is the approximate driving time between the airport and downtown. **Taxi** rates reflect an average one-way fare from the airport to downtown, and **Limo** rates cover both airport shuttle-type transportation (usually lower than taxi rates) and private limousine service (which is often higher than taxi fare). A notation of **N.A.** means that limo service is either unavailable or rates are unpublished. ►

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AKRON, OHIO

VITAL STATISTICS
Population: 658,600
Households: 249,700
Median Age: 33.5
Total EBI: $8,656,674,000
Median Hshld. EBI: $27,387
Total Retail Sales: $4,335,153,000
Buying Power Index: .2482
Chamber of Commerce: 376-5550
Convention & Visitors Bureau: 800-245-4254/376-4254
Telephone Area Code: 216

MEAL & LODGING COSTS
Avg. Daily Lodging: $94.10
Meals: B-$5.28
L-$7.63
D-$18.12

PER DIEM
Total: $125.13
Index: 82

TAX RATES
Meals: 5.75%
Lodging: 11.75%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Aurora Inn	Aurora	562-6121	$72-143
Best Western Aurora Woodland Hills	Aurora	562-9151	$99-123
Hilton Inn West	Akron	867-5000	$68-102
Hilton Quaker Square	Akron	253-5970	$70-135
Holiday Inn	Akron	666-4131	$54-75

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Quaker Square	Akron	253-5970	$75
Holiday Inn	Hudson	653-9191	$44-70

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Lanning's	Akron	864-2553	M
Maison Martel	Akron	867-4114	M
Tangier	Akron	376-7171	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 15 mi. SE
Time: 20-30 min.
Taxi: $32.00
Limo: $8.25

DAILY AUTO RENTAL
Average Rate: $48.50

ALBANY-SCHENECTADY-TROY, N.Y.

VITAL STATISTICS
Population: 879,900
Households: 338,000
Median Age: 34.1
Total EBI: $13,612,194,000
Median Hshld. EBI: $30,420
Total Retail Sales: $7,045,006,000
Buying Power Index: .3816
Chamber of Commerce: 434-1214/372-5656/274-7020
Convention & Visitors Bureau: 800-258-3582/434-1217/372-5656/274-7020
Telephone Area Code: 518

MEAL & LODGING COSTS
Avg. Daily Lodging: $95.00
Meals: B-$4.68
L-$6.61
D-$17.90

PER DIEM
Total: $124.19
Index: 82

TAX RATES
Meals: 7.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Desmond Americana	Albany	869-8100	$109-134
Gideon Putnam	Saratoga Springs	584-3000	$85-100
Holiday Inn	Schenectady	393-4141	$50-95
Holiday Inn-Turf on Wolf Rd.	Albany	458-7520	$88-113
Inn at the Century	Cohoes	785-0931	$69-79
Marriott Albany	Albany	458-8444	$90-150
Ramada Renaissance	Saratoga Springs	584-4000	$72-96

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Hotel	Albany	462-6611	
Marriott Albany	Albany	458-8444	$65-131
Ramada Renaissance	Saratoga Springs	584-4000	$76-96
Rensselaerville Institute	Rensselaerville	797-5100	$95-120

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Chateau Belleview	Tannersville	589-5525	M
Gregory House	Averill Park	674-3774	M
La Griglia	Windham	734-4499	M
Nicole's Bistro at L'Auberge	Albany	465-1111	M
Raindancer Steak Parlour	Amsteram	842-2606	M
La Serre	Albany	463-6056	M
Stone Ends	Glenmont	465-3178	M
Vesuvio	Hensonville	734-8663	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 10 mi. NW
Time: 20 min.
Taxi: $13.00
Limo: $13.00

DAILY AUTO RENTAL
Average Rate: $49.75

ALBUQUERQUE, N.M.

VITAL STATISTICS
Population: 491,300
Households: 189,800
Median Age: 32.2
Total EBI: $6,046,999,000
Median Hshld. EBI: $23,945
Total Retail Sales: $3,933,194,000
Buying Power Index: .1909
Chamber of Commerce: 764-3740
Convention & Visitors Bureau: 800-284-2282/243-3696
Telephone Area Code: 505

MEAL & LODGING COSTS
Avg. Daily Lodging: $81.79
Meals: B-$6.76
L-$11.14
D-$17.73

PER DIEM
Total: $117.42
Index: 77

TAX RATES
Meals: 5.75%
Lodging: 10.75%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Amfac Hotel	Albuquerque	843-7000	$69-94
Barcelona Court	Albuquerque	255-5566	$75
Best Western Rio Rancho	Rio Rancho	892-1700	$45-49
Doubletree	Albuquerque	247-3344	$54-99
Hilton Inn	Albuquerque	884-2500	$80-110
Holiday Inn-Midtown	Albuquerque	884-2511	$70-92
Holiday Inn Pyramid	Albuquerque	821-3333	$83-95
Howard Johnson Plaza	Albuquerque	821-9451	$56-66
Hyatt Regency	Albuquerque	842-1234	$66-145
Marriott Albuquerque	Albuquerque	881-6800	$109-145
Marriott Courtyard	Albuquerque	843-6600	$70-80
Radisson Inn Airport	Albuquerque	247-0512	$65-85

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Amfac Hotel	Albuquerque	843-7000	
Four Seasons Inn	Albuquerque	888-3311	
Hilton Inn	Albuquerque	884-2500	
Holiday Inn Pyramid	Albuquerque	821-3333	$64-80
Marriott Albuquerque	Albuquerque	881-6800	
Ramada Hotel Classic	Albuquerque	881-0000	$60-105

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Imperial Wok	Albuquerque	294-1555	M
Luna Mansion	Los Lunas	865-7333	M
Monte Vista Fire Station	Albuquerque	881-6800	M
Prairie Star	Bernalillo	867-3327	M
Restaurant André	Albuquerque	268-5354	M
Stephen's	Albuquerque	842-1773	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 5 mi. SE
Time: 10-20 min.
Taxi: $10.00
Limo: $10.00

DAILY AUTO RENTAL
Average Rate: $53.00

ALLENTOWN-BETHLEHEM-EASTON, PA.

VITAL STATISTICS
Population: 692,300
Households: 262,100
Median Age: 35.5
Total EBI: $9,973,167,000
Median Hshld. EBI: $30,117
Total Retail Sales: $5,190,601,000
Buying Power Index: .2840
Chamber of Commerce: 437-9661/867-3788/253-4211
Convention & Visitors Bureau: 800-633-8437/882-9200
Telephone Area Code: 215

MEAL & LODGING COSTS
Avg. Daily Lodging: $83.38
Meals: B-$6.58
L-$10.90
D-$27.40

PER DIEM
Total: $128.26
Index: 84

TAX RATES
Meals: 6.0%
Lodging: None

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Bethlehem Hotel	Bethlehem	867-3711	$47-82
Hilton Allentown	Allentown	433-2221	$82-108
Holiday Inn	Bethlehem	866-5800	$73-91
Sheraton Jetport	Allentown	266-1000	$80-104

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
George Washington Lodge	Allentown	433-0131	$40-60
Hilton Allentown	Allentown	433-2221	$76-109

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Appennino	Allentown	799-2727	M
Ballietsville Inn	Ballietsville	799-2435	M-E
Blair Creek Inn	Mertztown	682-6700	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 4 mi. NE
Time: 15-20 min.
Taxi: $10.50
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $45.25

ANAHEIM-SANTA ANA, CAL.

VITAL STATISTICS

Population: 2,451,100
Households: 841,200
Median Age: 31.6
Total EBI: $43,950,506,000
Median Hshld. EBI: $41,179
Total Retail Sales: $22,166,980,000
Buying Power Index: 1.915
Chamber of Commerce: 758-0222/541-5353
Convention & Visitors Bureau: 999-8999/771-2300
Telephone Area Code: 714

MEAL & LODGING COSTS

Avg. Daily Lodging: $162.59
Meals: B-$6.44
L-$11.40
D-$18.70

PER DIEM

Total: $199.13
Index: 131

TAX RATES

Meals: 7.75%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Newport Mesa Inn	Costa Mesa	650-3020	$54-72
Best Western Sunset Beach Inn	Sunset Beach	840-2431	$87-119
Country Side Inn	Costa Mesa	549-0300	$85-95
Crown Sterling Suites	Anaheim	632-1221	$109-149
Crown Sterling Suites	Santa Ana	241-3800	$109-149
Disneyland Hotel	Anaheim	778-6600	$120-215
Doubletree Hotel	Orange	634-4500	$109-129
Embassy Suites	Buena Park	739-5600	$109-159
Embassy Suites	Irvine	553-8332	$124-149
Hilton Hotel & Towers	Anaheim	750-4321	$140-220
Hilton Suites-Orange/Anaheim	Orange	938-1111	$140-180
Hilton Waterfront Beach	Huntington Beach	960-7873	$145-250
Holiday Inn-Anaheim Center	Anaheim	758-0900	$72-95
Howard Johnson	Anaheim	776-6120	$65-93
Hyatt Regency Alicante	Garden Grove	971-3000	$79-149
Hyatt Regency Irvine	Irvine	975-1234	$119-159
Inn at Laguna Beach	Laguna Beach	497-9722	$139-299
Marriott Anaheim	Anaheim	750-8000	$119-199
Marriott at California State University	Fullerton	738-7800	$129-139
Marriott Courtyard	Buena Park	670-6600	$80-100
Marriott Hotel & Tennis Club	Newport Beach	640-4000	$139-175
Marriott Irvine-Airport	Irvine	553-0100	$79-160
Marriott Suites	Costa Mesa	957-1100	$119-159
Marriott Suites	Newport Beach	854-4500	$149-169
Pan Pacific	Anaheim	999-0990	$130-160
Ramada Hotel	Santa Ana	966-1955	$69-99
Red Lion Inn-Airport	Costa Mesa	540-7000	$119-165
Surf & Sand	Laguna Beach	497-4477	$175-275

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Buena Park Hotel & Convention Center	Buena Park	995-1111	
Dana Point Resort	Dana Point	661-5000	$100-220
Days Inn	Fullerton	635-9000	$45-63
Disneyland Hotel	Anaheim	778-6600	$106-135
Doubletree Hotel	Orange	634-4500	$99-129
Embassy Suites	Brea	990-6000	
Four Seasons Hotel	Newport Beach	759-0808	
Grand Hotel	Anaheim	772-7777	$80-100
Hilton Hotel & Towers	Anaheim	750-4321	
Hilton Waterfront Beach	Huntington Beach	960-7873	$90-180
Holiday Inn-Buena Park	Buena Park	522-7000	$55
Holiday Inn-Gateway Plaza	La Mirada	739-8500	$78
Hyatt Newporter	Newport Beach	729-1234	
Hyatt Regency Alicante	Garden Grove	971-3000	$89-155
Hyatt Regency	Irvine	975-1234	$99-160
Inn at the Park	Anaheim	750-1811	
Marriott Anaheim	Anaheim	750-8000	$50-170
Marriott Hotel & Tennis Club	Newport Beach	640-4000	$95-125
Marriott Irvine-Airport	Irvine	553-0100	$65-129
Marriott Suites	Newport Beach	854-4500	
Meridien Newport Beach	Newport Beach	476-2001	$125-145
Pan Pacific	Anaheim	999-0990	$63-98
Plaza Hotel	Anaheim	772-5900	$59-79
Radisson Plaza Hotel-Airport	Irvine	833-9999	$65-115
Quality Hotel & Convention Center	Anaheim	750-3131	$50-60
Red Lion Inn-Airport	Costa Mesa	540-7000	$70-105
Ritz-Carlton Laguna Niguel	Laguna Niguel	240-2000	
Sheraton Anaheim	Anaheim	778-1700	$80-120
Sheraton Newport Beach	Newport Beach	833-0570	$75-160
Westin South Coast Plaza	Costa Mesa	540-2500	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Antonello	Santa Ana	751-7153	M
The Cat and the Custard Cup	La Habra	992-6496	M
The Cellar	Fullerton	525-5682	M
Chanteclair	Irvine	752-8001	M
*The Crab Cooker	Newport Beach	673-0100	M
The Dining Room	Laguna Niguel	240-2000	E
Five Crowns	Coronoa Del Mar	760-0031	M
L'Hirondelle	San Juan Capistrano	661-0425	M
Mr. Stox	Anaheim	634-2994	M
Pavilion	Newport Beach	759-0808	M-E
The Ritz	Newport Beach	720-1800	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. SE
Time: 20-30 min.
Taxi: $24.50
Limo: $10.00

DAILY AUTO RENTAL

Average Rate: $34.50

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

ATLANTA, GA.

VITAL STATISTICS

Population: 2,914,800
Households: 1,087,000
Median Age: 31.6
Total EBI: $44,471,418,000
Median Hshld. EBI: $32,838
Total Retail Sales: $24,167,781,000
Buying Power Index: 1.2695
Chamber of Commerce: 880-9000
Convention & Visitors Bureau: 521-6600
Telephone Area Code: 404

MEAL & LODGING COSTS

Avg. Daily Lodging: $120.63
Meals: B-$7.48
L-$11.08
D-$35.10

PER DIEM

Total: $174.54
Index: 115

TAX RATES

Meals: 6.0%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Amberley Suite Hotel	Norcross	263-0515	$50-70
Atlanta Penta	Atlanta	881-6000	$114-155
Best Western Falcon Inn	Suwanee	945-6751	
Doubletree	Atlanta	395-3900	$119-149
French Quarter Suites	Atlanta	980-1900	$99-119
Guest Quarters-Perimeter Center	Atlanta	396-6800	$109-164
Hilton & Towers	Atlanta	659-2000	$150-205
Hilton Northwest	Atlanta	953-9300	$78-108
Hilton at Peachtree Corners	Norcross	447-4747	$84-114
Holiday Inn	Suwanee	945-4921	$39-69
Hyatt Regency Atlanta	Atlanta	577-1234	$165-185
Hyatt Regency Ravinia	Atlanta	395-1234	$109-169
Hyatt Regency Suites-Northwest Perimeter	Atlanta	956-1234	$105-150
JW Marriott	Atlanta	262-3344	$115-229
Lenox Inn	Atlanta	261-5500	$62-67
Marriott-Airport	College Park	766-7900	$24-149
Marriott Atlanta	Norcross	263-8558	$69-106
Marriott Courtyard-Airport	College Park	997-2220	$79-86
Marriott Courtyard-Northlake	Atlanta	938-1200	$74-84
Marriott Gwinnett Place	Duluth	923-1775	$108-118
Marriott Marquis	Atlanta	521-0000	$175
Marriott Suites-Atlanta Perimeter	Atlanta	668-0808	$124-139

ATLANTA, GA. (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Omni Hotel at CNN Center	Atlanta	659-0000	$170-190
Ramada Inn-Six Flags	Atlanta	691-4100	$60-75
Sheraton Colony Square	Atlanta	892-6000	$139-169
Sheraton Suite-Cumberland	Atlanta	955-3900	$99-149
Stone Mountain Inn	Stone Mountain	469-3311	$60-95
Stouffer Waverly Hotel	Atlanta	953-4500	$145-185
Terrace Garden Inn	Atlanta	261-9250	$95-155
Westin Peachtree Plaza	Atlanta	659-1400	$145-210
Wyndham Midtown	Atlanta	873-4800	$125-145
Wyndham Vinings	Atlanta	432-5555	$99-109

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Aberdeen Woods Conference Center	Peachtree City	487-3029	$165-205
Atlanta Penta	Atlanta	881-6000	$115-155
Castlegate Hotel & Conference Center	Atlanta	351-6100	
Evergreeen Conference Center & Resort	Stone Mountain	879-9013	$157-198
Hilton-Airport	Hapeville	767-9000	$100-160
Hilton & Towers	Atlanta	659-2000	$155-195
Hilton Northwest	Atlanta	953-9300	$65-95
Hilton at Peachtree Corners	Norcross	447-4747	$79-109
Holiday Inn Airport North	Atlanta	762-8411	
Holiday Inn Buckhead	Atlanta	231-1234	$68-88
Holiday Inn Crowne Plaza Ravina	Atlanta	395-7700	$109-159
Howard Johnson Plaza Hotel	Atlanta	659-2660	$81-129
Hyatt Atlanta Airport	College Park	991-1234	$69-140
Hyatt Regency Atlanta	Atlanta	577-1234	$49-155
JW Marriott	Atlanta	262-3344	$105-165
Lanier Plaza Hotel & Conference Center	Atlanta	873-4661	
Marriott-Airport	College Park	766-7900	
Marriott Gwinnett Place	Duluth	923-1775	$75-105
Marriott Marquis	Atlanta	521-0000	$119-175
Marriott Northwest	Atlanta	952-7900	$65-109
Marriott Perimeter Center	Atlanta	394-6500	
Marriott Suites Midtown	Atlanta	876-8888	$99-164
Nikko Hotel	Atlanta	365-8100	
Omni Hotel at CNN Center	Atlanta	659-0000	$89-145
Peachtree Executive Conference Center	Peachtree City	487-2000	$159-169
Radisson Atlanta	Atlanta	659-6500	
Radisson Inn	Dunwoody	394-5000	
Ramada Atlanta Airport	College Park	768-7800	$55-69
Ramada Capitol Plaza	Atlanta	688-1900	$55-75
Ramada Renaissance	College Park	762-7676	$85-115
Ritz-Carlton Atlanta	Atlanta	659-0400	$150-235
Ritz-Carlton Buckhead	Atlanta	237-2700	$145-245
Sheraton Airport Hotel	East Point	768-6660	$87-97
Sheraton Century Center	Atlanta	325-0000	$74-104
Stouffer Concourse Hotel	College Park	248-3600	
Stouffer Waverly Hotel	Atlanta	953-4500	
Terrace Garden Inn	Atlanta	261-9250	$69-125
Westin Peachtree Plaza	Atlanta	659-1400	$155-220

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*The Abbey	Atlanta	876-8831	M
*Anthony's	Atlanta	262-7379	M
*Aunt Fanny's Cabin	Smyrna	436-5218	M
*Bone's Steak & Seafood	Atlanta	237-2663	M-E
The Cafe at the Ritz-Carlton	Atlanta	659-0400	M
The Cafe at the Ritz-Carlton Buckhead	Atlanta	237-2700	M
Carbo's Cafe	Atlanta	231-4433	M
Chateau Elan's LeClos & Cafe	Braselton	867-8200	M
Chops	Atlanta	262-2675	M
City Grill	Atlanta	524-2489	M
*Coach and Six	Atlanta	872-6666	M
Le Crocodile	Atlanta	266-1799	M
The Dining Room at the Ritz-Carlton Buckhead	Atlanta	237-2700	E
*Fish Market	Atlanta	262-3165	M
The Grille Room	Lake Lanier	945-8921	M
La Grotta	Atlanta	231-1368	M
Hedgerose Heights Inn	Atlanta	233-7673	M
HSU'S Gourmet Chinese Restaurant	Atlanta	233-3891	M
The Lark and the Dove	Atlanta	256-2922	M
The Mansion	Atlanta	876-0727	M
Nakato	Atlanta	873-6582	M-E
Nikolai's Roof	Atlanta	659-2000	E
103 West	Atlanta	233-5993	M
*Pano's and Paul's	Atlanta	261-3662	M
*Papa Pirozki's Russian Cafe	Atlanta	252-1118	M
Patio by the River	Atlanta	432-2808	M
Petite Auberge	Atlanta	634-6268	M
*Pittypat's Porch	Atlanta	425-8228	M
The Planters	Marietta	427-4646	M-E
The Restaurant	Atlanta	659-0400	M-E
La Tour	Atlanta	233-8833	M
Trio	Atlanta	231-8740	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. SW
Time: 20-30 min.
Taxi: $15.00
Limo: $7.00

DAILY AUTO RENTAL

Average Rate: $53.00

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

ATLANTIC CITY, N.J.

VITAL STATISTICS

Population: 323,000
Households: 124,500
Median Age: 35.0
Total EBI: $4,436,325,000
Median Hshld. EBI: $25,148
Total Retail Sales: $3,110,249,000
Buying Power Index: .1406
Chamber of Commerce: 345-5600
Convention & Visitors Bureau: 348-7100
Telephone Area Code: 609

MEAL & LODGING COSTS

Avg. Daily Lodging: $145.90
Meals: B-N.A.
L-N.A.
D-N.A.

PER DIEM

Total: N.A.
Index: N.A.

TAX RATES

Meals: 7.0%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Bally's Grand Hotel & Casino	Atlantic City	347-7111	$160-200
Bally's Park Place Casino	Atlantic City	340-2000	$115-205
Beach Club Hotel	Ocean City	399-8555	$118-190
Caesars Atlantic City	Atlantic City	348-4411	$120-215
Flanders Hotel	Ocean City	399-1000	$74-150
Golden Inn	Avalon	368-5155	$127-177
Harrah's Casino Hotel	Atlantic City	441-5000	$120-155
Merv Griffin's Resort Casino Hotel	Atlantic City	344-6000	$95-200
Montreal Hotel	Cape May	884-7011	$66-106
Pan American Motor Inn	Wildwood Crest	522-6936	$127-130
Port-O-Call	Ocean City	399-8812	$166-199
Port Royal	Wildwood Crest	729-2000	$108-129
Showboat Hotel & Casino	Atlantic City	343-4000	$125-180
Tropworld Casino	Atlantic City	340-4000	$115-175
Trump Regency	Atlantic City	344-4000	$150-180

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Bally's Grand Hotel & Casino	Atlantic City	347-7111	
Bally's Park Place Casino	Atlantic City	340-2000	
Caesars Atlantic City	Atlantic City	348-4411	$65-100
Claridge Casino & Hotel	Atlantic City	340-3400	$88-130
Flanders Hotel	Ocean City	399-1000	
Golden Inn	Avalon	368-5155	$50-105
Marriott Seaview Resort	Absecon	652-1800	$99-175
Merv Griffin's Resort Casino Hotel	Atlantic City	344-6000	$60-89
Sands Hotel Casino	Atlantic City	441-4150	$45-130
Showboat Hotel & Casino	Atlantic City	343-4000	
Tropworld Casino	Atlantic City	340-4000	$65-125
Trump Castle Casino Resort	Atlantic City	441-2000	
Trump Plaza Hotel & Casino	Atlantic City	441-6760	$60-175
Trump Taj Mahal	Atlantic City	449-1000	$90-125

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Ivana's	Atlantic City	441-6000	M
Ram's Head Inn	Absecon	652-1700	M
Washington Inn	Cape May	884-5697	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 13 mi. NW
Time: 20 min.
Taxi: $25.00
Limo: $7.00

DAILY AUTO RENTAL

Average Rate: $35.15

AUSTIN, TEXAS

VITAL STATISTICS

Population: 798,000
Households: 310,400
Median Age: 29.5
Total EBI: $11,352,636,000
Median Hshld. EBI: $26,741
Total Retail Sales: $6,132,077,000
Buying Power Index: .3274
Chamber of Commerce: 478-9383
Convention & Visitors Bureau: 474-5171
Telephone Area Code: 512

MEAL & LODGING COSTS

Avg. Daily Lodging: $116.56
Meals: B-$8.25
L-$9.84
D-$17.94

PER DIEM
Total: $152.29
Index: 100

TAX RATES
Meals: 8.0%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Doubletree	Austin	454-3737	$86-145
Driskill Hotel	Austin	474-5911	$109-119
Embassy Suites	Austin	469-9000	$92-102
Guest Quarters	Austin	478-7000	$130-160
Hyatt Regency	Austin	477-1234	$109-140
Marriott at the Capitol	Austin	478-1111	$85-135
Radisson Plaza	Austin	476-3700	$105-145
Red Lion Airport	Austin	323-5466	$99-109
Wyndham Southpark	Austin	448-2222	$109-119

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Barton Creek Conference Resort	Austin	329-4000	
Driskill Hotel	Austin	474-5911	$65-85
Four Seasons Hotel	Austin	478-4500	
Hilton & Towers	Austin	451-5757	$65-78
Hyatt Regency	Austin	477-1234	
Marriott at the Capitol	Austin	478-1111	$55-119
Radisson Plaza	Austin	476-3700	
Stouffer Austin Hotel	Austin	343-2626	
Wyndham Southpark	Austin	448-2222	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Courtyard Grille	Austin	476-7095	M
Hudson's on the Bend	Austin	266-1369	M
Riverside Cafe	Austin	478-4500	M
Trattoria Grande	Austin	343-2626	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 4 mi. NE
Time: 8-9 min.
Taxi: $6.50
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $36.00

BALTIMORE, MD.

VITAL STATISTICS

Population: 2,404,900
Households: 888,600
Median Age: 33.4
Total EBI: $36,179,630,000
Median Hshld. EBI: $33,440
Total Retail Sales: $17,489,333,000
Buying Power Index: .9991
Chamber of Commerce: 727-2820
Convention & Visitors Bureau:
800-343-3468/659-7300
Telephone Area Code: 410

MEAL & LODGING COSTS

Avg. Daily Lodging: $126.82
Meals: B-$7.77
L-$10.58
D-$23.64

PER DIEM
Total: $168.81
Index: 111

TAX RATES
Meals: 5.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western at BWI Airport	Dorsey	796-3300	$69-73
Brookshire	Baltimore	625-1300	$109-199
Clarion Inn-Harrison's Pier 5	Baltimore	783-5553	$99-185
Embassy Suites	Hunt Valley	584-1400	$104
Guest Quarters-Airport	Linthicum	850-0747	$140-190
Hilton Inn	Pikesville	653-1100	$98-108
Holiday Inn	Annapolis	224-3150	$75-119
Hyatt Regency	Baltimore	528-1234	$125-200
Loews Annapolis	Annapolis	263-0084	$100-155
Marriott Courtyard	Annapolis	266-1555	$70-80
Marriott Hunt Valley Inn	Hunt Valley	785-7000	$102-112
Marriott Inner Harbor	Baltimore	962-0202	$195-205
Omni Inner Harbor	Baltimore	752-1100	$119-176
Peabody Court	Baltimore	727-7101	$125-225
Quality Inn	Towson	825-9190	$49-74
Ramada Inn	Annapolis	266-3131	$79-109
Sheraton at BWI Airport	Baltimore	859-3300	$89-149
Sheraton Hotel	Towson	321-7400	$99-132
Sheraton Inner Harbor	Baltimore	962-8300	$119-230
Tremont Hotel	Baltimore	576-1200	$115-170
Tremont Plaza Hotel	Baltimore	727-2222	$115-165
Turf Valley Hotel & Country Club	Ellicott City	465-1500	$80-145

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Columbia Inn	Columbia	730-3900	$59-125
Embassy Suites	Hunt Valley	584-1400	$84-104
Guest Quarters-Airport	Linthicum	850-0747	$99-145
Harbor Court	Baltimore	234-0550	
Historic Inns of Annapolis	Annapolis	263-2641	$80-165
Holiday Inn-Inner Harbor	Baltimore	685-3500	$65-109
Hyatt Regency	Baltimore	528-1234	$145-225
Marriott Hotel-BWI Airport	Linthicum	859-8300	$73-155
Marriott Hunt Valley Inn	Hunt Valley	785-7000	
Marriott Inner Harbor	Baltimore	962-0202	
Omni Inner Harbor	Baltimore	752-1100	$99-145
Quality Inn	Towson	825-9190	$42-52
Radisson Plaza Lord Baltimore Hotel	Baltimore	539-8400	$79-134
Ramada Anapolis Hotel	Annapolis	266-3131	
Ramada Hotel Baltimore	Baltimore	265-1100	$45-77
Sheraton Hotel	Towson	321-7400	$59-109
Sheraton Inner Harbor	Baltimore	962-8300	$99-165
Stouffer Harborplace Hotel	Baltimore	547-1200	$99-180

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Brass Elephant	Baltimore	547-8480	M
Cafe des Artistes	Baltimore	664-2200	M
Carrol's Creek	Eastport	263-8102	M
Conrad's	Severna Park	544-3328	M
Danny's	Baltimore	539-1393	M
Fiori	Owings Mill	363-3131	M
Hampton's	Baltimore	234-0550	E
*Haussner's	Baltimore	327-8365	M
Hersh's Orchard Inn	Towson	823-0384	M
Jeannier's	Baltimore	889-3303	M
Kings Contrivance	Columbia	995-0500	M
Penwick House	Dunkirk	855-5388	M
Pimlico	Pikesville	486-6776	M
Polo Grill	Baltimore	235-8200	M
La Provence	Baltimore	837-6600	M
Rustic Inn	Annapolis	263-2626	M
Tio Pepe	Baltimore	539-4685	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. S
Time: 15-25 min.
Taxi: $13.00
Limo: $5.00

DAILY AUTO RENTAL

Average Rate: $34.50

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

BIRMINGHAM, ALA.

VITAL STATISTICS

Population: 911,000
Households: 346,600
Median Age: 33.8
Total EBI: $11,120,764,000
Median Hshld. EBI: $24,052
Total Retail Sales: $6,764,710,000
Buying Power Index: .3439
Chamber of Commerce: 323-5461
Convention & Visitors Bureau:
800-962-6453/252-9825
Telephone Area Code: 205

MEAL & LODGING COSTS

Avg. Daily Lodging: $77.94
Meals: B-$6.48
L-$8.20
D-$19.29

PER DIEM
Total: $111.91
Index: 73

TAX RATES
Meals: 7.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Crowne Sterling Suites	Birmingham	879-7400	$99-114
Holiday Inn-Airport	Birmingham	591-6900	$62-72
Marriott Courtyard	Homewood	879-0400	$70-76
Mountain Brook Inn	Mountain Brook	870-3100	$67-77
Pickwick Hotel	Birmingham	933-9555	$99
Ramada Inn-Airport	Birmingham	591-7900	$53-65
Rime Garden Suites	Birmingham	951-1200	$70-120
Sheraton Perimeter Park South	Birmingham	967-2700	$73-87
UAB University Inn	Birmingham	933-7700	$48-52

BIRMINGHAM, ALA. (cont.)

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Radisson Hotel Medical Center	Birmingham	933-9000	
Sheraton Hotel-Civic Center Plaza	Birmingham	322-1234	
Wynfrey Hotel at Riverchase	Birmingham	987-1600	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Highlands	Birmingham	939-1400	M
The Pillars	Birmingham	933-9311	M
Tutwiler	Birmingham	322-2100	M
Winston's	Birmingham	988-5665	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. NE
Time: 15 min.
Taxi: $8.50
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $56.33

BOISE, IDAHO

VITAL STATISTICS

Population: 208,100
Households: 78,400
Median Age: 31.8
Total EBI: $2,845,257,000
Median Hshld. EBI: $27,774
Total Retail Sales: $1,479,895,000
Buying Power Index: .0818
Chamber of Commerce: 344-5515
Convention & Visitors Bureau: 800-635-5240/344-7777
Telephone Area Code: 208

MEAL & LODGING COSTS

Avg. Daily Lodging: $75.50
Meals: B-N.A.
L-N.A.
D-N.A.

PER DIEM

Total: N.A.
Index: N.A.

TAX RATES

Meals: 5.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn	Boise	344-8365	$63-79
Owyhee Plaza Hotel	Boise	343-4611	$45-74
Red Lion-Downtowner	Boise	344-7691	$62-87
Red Lion-Riverside	Boise	343-1871	$87-107

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Red Lion-Downtowner	Boise	344-7691	
Red Lion-Riverside	Boise	343-1871	

RESTAURANTS**

NAME	CITY	PHONE	PRICE CODE
Rick's Cafe Americain	Boise	342-4222	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3.5 mi. S
Time: 10-15 min.
Taxi: $8.00
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $43.50

**None of the restaurants in this metro area meet the established criteria for inclusion in the *SMBP's* listings. Therefore, a sampling of local restaurants has been selected independently.

BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MASS.

VITAL STATISTICS

Population: 3,791,400
Households: 1,415,000
Median Age: 33.6
Total EBI: $68,268,400,000
Median Hshld. EBI: $36,445
Total Retail Sales: $32,453,768,000
Buying Power Index: 1.8165
Chamber of Commerce: 227-4500/686-0900/744-0004/454-5633/586-0500
Convention & Visitors Bureau: 536-4100/937-9300

MEAL & LODGING COSTS

Avg. Daily Lodging: $149.57
Meals: B-$6.37
L-$11.23
D-$26.53

PER DIEM

Total: $193.70
Index: 127

TAX RATES

Meals: 5.0%
Lodging: 9.7%

Telephone Area Code: 617 (Babson Park/Bedford/Boston/Braintree/Burlington/Cambridge/Dedham/Lexington/Lynnfield/Medford/Needham/Newton/Norwood/Wakefield/Waltham/Woburn); 508 (Andover/Beverly/Boxborough/Chelmsford/Danvers/Framingham/Gloucester/Lowell/Marlborough/Natick/Newburyport/Pigeon Cove/Plymouth/Rockport/Salem/Tyngsboro/Westford)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Royal Plaza	Marlborough	460-0700	$88-107
Boston Hotel	Boston	523-3600	$165-255
Boston Park Plaza Hotel & Towers	Boston	426-2000	$110-185
Boston Vista Waltham	Waltham	290-5600	$119-165
Charles at Harvard Square	Cambridge	864-1200	$199-259
Colonial Hilton	Wakefield	245-9300	$85-150
Copley Plaza	Boston	267-5300	$190-260
Guest Quarters Suites	Boston	783-0090	$159-209
Guest Quarters Suites	Waltham	890-6767	$154-164
Hilton-Dedham Place	Dedham	329-7900	$115-130
Hilton-Logan Airport	Boston	569-9300	$60-180
Holiday Inn Crown Plaza	Natick	653-8800	$79-154
Hyatt Regency	Cambridge	492-1234	$129-220
Lenox Hotel	Boston	536-5300	$105-210
Marriott Burlington	Burlington	229-6565	$155-170
Marriott Cambridge	Cambridge	494-6600	$177-185
Marriott Copley Place	Boston	236-5800	$195-210
Marriott Long Wharf	Boston	227-0800	$190-235
Marriott Newton	Newton	969-1000	$145-165
Quality Inn-King's Grant Inn	Danvers	774-6800	$70-100
Radisson Heritage Hotel	Chelmsford	256-0800	$79-106
Sandy Bay Motor Inn	Rockport	546-7155	$86-118
Seacrest Manor	Rockport	546-2211	$70-98
Seaward Hotel	Rockport	546-3471	$72-170
Sheraton Hotel & Towers	Boston	236-2000	$180-250
Sheraton Inn	Lowell	452-1200	$180-119
Sheraton Inn	Plymouth	747-4900	$90-120
Sheraton Tara	Braintree	848-0600	$104-172
Sheraton Tara	Danvers	777-2500	$109-149
Sheraton Tara	Framingham	879-7200	$89-155
Sheraton Tara	Lexington	862-8700	$120-155
Sheraton Tara	Newton	969-3010	$85-155
Stouffer Bedford Glen Hotel	Bedford	275-5500	$140-189
Westford Regency	Westford	692-8200	$98-106
Westin Copley Place	Boston	262-9600	$195-245
Yankee Clipper Inn	Pigeon Cove	546-3407	$160-220

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Babson College—Center for Executive Education	Babson Park	239-4000	$199-265
Best Western Royal Plaza	Marlborough	460-0700	
Boston Park Plaza Hotel & Towers	Boston	426-2000	$95-160
Boston University Corporate Education Center	Tyngsboro	649-9731	
Boston Vista Waltham	Waltham	290-5600	$85-140
Charles at Harvard Square	Cambridge	864-1200	
Colonial Hilton	Wakefield	245-9300	
Copley Plaza	Boston	267-5300	$99-220
Factory Mutual Conference Center & Inn	Norwood	762-4300	$49-95
Fifty-Seven Park Plaza Hotel	Boston	482-1800	$90-140
Guest Quarters Suites	Boston	783-0090	$99-170
Hilton-Back Bay	Boston	236-1100	$89-180
Hilton-Dedham Place	Dedham	392-7900	$85-125
Hilton-Logan Airport	Boston	569-9300	$60-180
Holiday Inn Crowne Plaza	Natick	653-8800	$59-118
Holiday Inn	Marlborough	481-3000	$59-89
Host Hotel	Boxborough	263-0518	$59-99
Host Hotel-Rolling Green	Andover	475-5400	$60-75
Hyatt Regency	Cambridge	492-1234	$110-215
John B. Hynes Veterans Memorial Convention Center	Boston	954-2000	
Marriott Andover	Andover	975-3600	$110-120
Marriott Burlington	Burlington	229-6565	$65-154
Marriott Cambridge	Cambridge	494-6600	
Marriott Copley Place	Boston	236-5800	$85-195
Marriott Long Wharf	Boston	227-0800	$130-200
Meridien Hotel	Boston	451-1900	$109-250
Omni Parker House	Boston	227-8600	$100-160
Radisson Heritage Hotel	Chelmsford	256-0800	$65-100
Radisson Hotel	Woburn	932-0999	
Ritz-Carlton	Boston	536-5700	
Royal Sonesta Hotel	Cambridge	491-3600	$89-140
Sheraton Hotel & Towers	Boston	236-2000	
Sheraton Inn	Lowell	452-1200	$55-109
Sheraton Inn	Plymouth	747-4900	$60-130
Sheraton Needham	Needham	444-1110	$80-130
Sheraton Tara	Braintree	848-0600	$98-113
Sheraton Tara	Danvers	777-2500	$85-100
Stouffer Bedford Glen Hotel	Bedford	275-5500	$79-150
Swissotel Boston Lafayette	Boston	451-2600	
Tufts University Conference Bureau	Medford	381-3568	$78-88
Westford Regency	Westford	692-8200	$75-93
Westin Copley Place	Boston	262-9600	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*Anthony's Pier 4	Boston	423-6363	M
Aujourd'Hui	Boston	338-4400	M-E
Bay Tower Room	Boston	723-1666	M-E
Cafe Budapest	Boston	266-1979	M-E
Commodore	Beverly	922-5590	M
The Dining Room	Boston	536-5700	E
*Durgin-Park	Boston	227-2038	M
Grill 23 & Bar	Boston	542-2255	M
Hammersley's Bistro	Boston	267-6068	M
The Hardcover	Danvers	774-1223	M
Havilland's Grille	Bedford	275-5500	M
Julien	Boston	451-1900	M-E
Kernwood	Lynnfield	245-4011	M
*Legal Seafoods	Boston	426-4444	M
L'Espalier	Boston	262-3023	E
*Locke-Ober Café	Boston	542-1340	M-E
Lyceum	Salem	745-7665	M
Maison Robert	Boston	227-3370	M-E
Michela's	Cambridge	225-2121	M
Morton's of Chicago	Boston	266-5858	M
*No Name Restaurant	Boston	338-7539	M
*Pillar House	Newton	969-6500	M
Rowes Wharf	Boston	439-7000	M-E
Seasons	Boston	523-4119	M-E
798 Main	Cambridge	876-8444	M
Ten Center Street	Newburyport	462-6652	M
Towne Lyne House	Lynnfield	592-6400	M
*Union Oyster House	Boston	227-2750	M
White Rainbow	Gloucester	281-0017	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 3 mi. NE
Time: 15-25 min.
Taxi: $10.00
Limo: $7.00

DAILY AUTO RENTAL
Average Rate: $39.25

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CONN.

VITAL STATISTICS
Population: 827,100
Households: 304,800
Median Age: 35.6
Total EBI: $18,476,918,000
Median Hshld. EBI: $43,866
Total Retail Sales: $7,970,787,000
Buying Power Index: .4626
Chamber of Commerce: 335-3800/359-4761/866-2521/743-5565
Convention & Visitors Bureau: 576-8491/359-3305/854-7825/800-841-4488/743-0546
Telephone Area Code: 203

MEAL & LODGING COSTS
Avg. Daily Lodging: $124.07
Meals: B-$5.62
L-$11.29
D-$19.45
PER DIEM
Total: $160.43
Index: 105
TAX RATES
Meals: 6.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn Crowne Plaza	Stamford	358-8400	$99-119
Hyatt Regency Greenwich	Old Greenwich	637-1234	$135-190
Marriott Courtyard	Norwalk	849-9111	$89-99
Marriott Stamford	Stamford	357-9555	$129-149
Marriott Trumbull	Trumbull	378-1400	$129-159
Radisson Tara Stamford	Stamford	359-1300	$105-115
Sheraton Hotel & Towers	Stamford	967-2222	$110

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Center for Financial Studies	Fairfield	259-5000	
Hilton & Towers	Danbury	794-0600	$85-149
Holiday Inn Crowne Plaza	Stamford	358-8400	
Hyatt Regency Greenwich	Greenwich	637-1234	
Marriott Stamford	Stamford	357-9555	$65-135
Marriott Trumbull	Trumbull	378-1400	
Radisson Tara Stamford	Stamford	359-1300	
Sheraton Hotel & Towers	Stamford	967-2222	$75-145

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Bertrand	Greenwich	661-4459	M-E
Le Carrousel	Stamford	357-9555	M
The Elms Inn	Ridgefield	438-2541	M
Fives	Greenwich	862-9555	M
La Grange	Greenwich	869-7500	M-E
Inn at Ridgefield	Ridgefield	438-8282	M-E
Jean-Louis	Greenwich	622-8450	M-E
Stonehenge	Ridgefield	438-6511	M-E

AIRPORT-TO-CITY TRANSPORTATION
Distance: 9 mi. S
Time: 12-15 min.
Taxi: $10.00
Limo: $10.00

DAILY AUTO RENTAL
Average Rate: $42.23

BUFFALO, N.Y.

VITAL STATISTICS
Population: 966,300
Households: 376,100
Median Age: 34.8
Total EBI: $13,697,931,000
Median Hshld. EBI: $28,022
Total Retail Sales: $6,781,443,000
Buying Power Index: .3854
Chamber of Commerce: 852-7100
Convention & Visitors Bureau: 800-283-3256/852-7100
Telephone Area Code: 716

MEAL & LODGING COSTS
Avg. Daily Lodging: $118.83
Meals: B-$9.28
L-$12.73
D-$22.53
PER DIEM
Total: $163.37
Index: 107
TAX RATES
Meals: 8.0%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Buffalo	Buffalo	845-5100	
Hyatt Regency Buffalo	Buffalo	856-1234	$125-140
Marriott Buffalo	Amherst	689-6900	$125-135
Radisson Hotel-Airport	Cheektowaga	634-2300	$99-139
Ramada Inn-Airport	Buffalo	634-2700	$81-115
Sheraton Airport	Cheektowaga	681-2400	$98-149

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Buffalo	Buffalo	845-5100	
Holiday Inn Resort	Grand Island	773-1111	$64-131
Hyatt Regency Buffalo	Buffalo	856-1234	$79-140
Marriott Buffalo	Amherst	689-6900	$55-102
Radisson Hotel-Airport	Cheektowaga	634-2300	
Sheraton Airport	Cheektowaga	681-2400	$84-99

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Asa Ransom House	Clarence	759-2315	M
Coachman's Inn	Clarence	759-6852	M
Daffodil's	Williamsville	688-5413	M
Rue Franklin West	Buffalo	852-4416	M
Salvatore's Italian Gardens	Buffalo	683-7990	M
Scott's	Amherst	634-8888	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 8 mi. NE
Time: 15-20 min.
Taxi: $14.00
Limo: $5.00

DAILY AUTO RENTAL
Average Rate: $40.00

BURLINGTON, VT.

VITAL STATISTICS
Population: 138,700
Households: 51,100
Median Age: 30.5
Total EBI: $2,126,575,000
Median Hshld. EBI: $31,852
Total Retail Sales: $1,203,789,000
Buying Power Index: .0614
Chamber of Commerce: 863-3489
Convention & Visitors Bureau: 863-3489
Telephone Area Code: 802

MEAL & LODGING COSTS
Avg. Daily Lodging: $97.13
Meals: B-N.A.
L-N.A.
D-N.A.
PER DIEM
Total: N.A.
Index: N.A.
TAX RATES
Meals: 5.0%
Lodging: 8-10.4%

BURLINGTON, VT. (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn	South Burlington	863-6363	$80-106
Howard Johnson	South Burlington	865-2174	$70-83
Radisson Hotel	Burlington	658-6500	$89-130
Sheraton Hotel & Conference Center	South Burlington	862-6576	$79-140

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Inn at Essex	Essex Junction	878-1100	$65-168
Radisson Hotel	Burlington	658-6500	$70-105
Sheraton Hotel & Conference Center	South Burlington	862-6576	$75-105

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Deja Vu Cafe	Burlington	864-7917	M
Ice House	Burlington	864-1800	M
Pauline's	Burlington	862-1081	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi. E
Time: 10 min.
Taxi: $6.50
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $47.25

CHARLESTON, S.C.

VITAL STATISTICS

Population: 515,500
Households: 180,800
Median Age: 29.8
Total EBI: $5,887,990,000
Median Hshld. EBI: $24,273
Total Retail Sales: $3,615,870,000
Buying Power Index: .1851
Chamber of Commerce: 577-2510
Convention & Visitors Bureau: 800-853-8000/868-8118
Telephone Area Code: 803

MEAL & LODGING COSTS

Avg. Daily Lodging: $129.44
Meals: B-$4.25
L-$11.94
D-$23.42

PER DIEM

Total: $169.05
Index: 111

TAX RATES

Meals: 6.0%
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Barskale House	Charleston	577-4800	$75-150
Indigo Inn	Charleston	577-5900	$95-110
John Rutledge House	Charleston	723-7999	$120-170
Kings Courtyard Inn	Charleston	723-7000	$115-130
Lodge Alley Inn	Charleston	722-1611	$130-170
Maison Du Pre Inn	Charleston	723-8691	$135-145
Marriott Charleston	North Charleston	747-1900	$115-135
Planters Inn	Charleston	722-2345	$140-165
Vendue Inn	Charleston	577-7970	$95-135

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Kiawah Island Resort Inn & Villas	Kiawah Island	768-2121	$65-395
Marriott Charleston	North Charleston	747-1900	$75-119
Omni at Charleston Place	Charleston	722-4900	$99-170
Seabrook Island Conference Resort	Seabrook Island	768-1000	$75-205
Sheraton Charleston	Charleston	723-3000	$49-110

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Barbadoes Room	Charleston	577-2400	M
Chouinard's	Charleston	723-0485	M
Fish Market	Charleston	723-1600	M
Louis' Charleston Grill	Charleston	577-4522	M
Le Midi	Charleston	577-5571	M
Supper at Seven	Mount Pleasant	884-7009	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 12 mi. NW
Time: 20-25 min.
Taxi: $15.00
Limo: $7.00

DAILY AUTO RENTAL

Average Rate: $28.17

CHARLOTTE-GASTONIA-ROCK HILL, N.C.-S.C.

VITAL STATISTICS

Population: 1,181,400
Households: 448,300
Median Age: 32.9
Total EBI: $15,830,970,000
Median Hshld. EBI: $27,374
Total Retail Sales: $8,769,068,000
Buying Power Index: .4657
Chamber of Commerce: 378-1600/864-2621 324-7500
Convention & Visitors Bureau: 800-231-4636/334-2282
Telephone Area Code: 704; 803

MEAL & LODGING COSTS

Avg. Daily Lodging: $111.23
Meals: B-$8.39
L-$11.61
D-$23.53

PER DIEM

Total: $154.76
Index: 102

TAX RATES

Meals: 6.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark Hotel	Charlotte	372-4100	$85-120
Embassy Suites	Charlotte	527-8400	$119-134
Guest Quarters	Charlotte	364-2400	$130-250
Hilton at University Place	Charlotte	547-7444	$102-112
Holiday Inn-Woodlawn	Charlotte	525-8350	$57-86
Marriott-City Center	Charlotte	333-9000	$114-129
Marriott Courtyard	Charlotte	527-5055	$72-82
The Park Hotel	Charlotte	364-8220	$114-129
Registry Hotel	Charlotte	525-4441	$95-105
Royce Hotel	Charlotte	527-8000	$99-109
Sheraton Airport Plaza	Charlotte	392-1200	$89-115

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark Hotel	Charlotte	372-4100	$75-90
Hilton at University Place	Charlotte	547-7444	$78-130
Holiday Inn-Woodlawn	Charlotte	525-8350	$55-80
Marriott-City Center	Charlotte	333-9000	$84-109
Marriott-Executive Park	Charlotte	527-9650	
Radisson Plaza	Charlotte	377-0400	
Sheraton Airport Plaza	Charlotte	392-1200	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Epicurean	Charlotte	377-4529	M
Lamp Lighter	Charlotte	372-5343	M
Morrocrofts	Charlotte	364-8220	M
La Tâche	Charlotte	527-3888	M
Townhouse	Charlotte	335-1546	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. W
Time: 10-20 min.
Taxi: $11.00
Limo: $4.00

DAILY AUTO RENTAL

Average Rate: $40.75

CHICAGO, ILL.

VITAL STATISTICS

Population: 6,077,300
Households: 2,224,300
Median Age: 32.7
Total EBI: $97,912,235,000
Median Hshld. EBI: $33,927
Total Retail Sales: $47,560,664,000
Buying Power Index: 2.6730
Chamber of Commerce: 580-6900
Convention & Visitors Bureau: 567-8500
Telephone Area Code: 312 (Chicago); 708 (Alsip/Arlington Heights/Bloomingdale/Buffalo /Grove/Calumet City/Chicago Heights/Deerfield/Des Plaines/Downers Grove/Evanston/Glenview/Harvey/Highland Park/Highwood/Homewood/Itasca/La Grange/Lincolnshire/Lincolnwood/Lisle/Lombard/Matteson/Naperville/Northbrook/Oak Brook/Oak Lawn/Oak Park/Oakbrook Terrace/Park Ridge/Rolling Meadows/Rosemont/Schamburg/Schiller Park/Skokie/Westchester/Westmont/Wheeling/Willowbrook); 815 (Crystal Lake/Lakemoor)

MEAL & LODGING COSTS

Avg. Daily Lodging: $126.56
Meals: B-$7.68
L-$10.03
D-$27.09

PER DIEM

Total: $167.75
Index: 110

TAX RATES

Meals: 8.0%
Lodging: 12.4%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Cresthill by Hilton	Buffalo Cove	215 8883	469-89
Drake Hotel	Oak Brook	574-5700	$99-120
Embassy Suites	Deerfield	945-4500	$124-139
Embassy Suites	Lombard	969-7500	$114-129
Embassy Suites-O'Hare Airport	Rosemont	699-6300	$155-185
Fairmont at Illinois Center	Chicago	565-8000	$185-250
Hawthorn Suites	Lincolnshire	945-9300	$99-135
Hilton Hotel & Towers	Chicago	922-4400	$135-230
Hilton Inn-Lisle	Lisle	505-0900	$95-134

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Inn-Oak Lawn	Oak Lawn	425-7800	$89-109
Hilton Suites	Oakbrook Terrace	941-0100	$129-144
Hilton Woodfield	Arlington Heights	394-2000	$105-145
Holiday Inn	Alsip	371-7300	$69-86
Holiday Inn-Crystal Lake	Crystal Lake	477-7000	$68-95
Holiday Inn-Oak Lawn	Oak Lawn	425-7900	$75-105
Holiday Inn-La Grange	La Grange	354-4200	$70-77
Holiday Inn-Willowbrook	Willowbrook	325-6400	$72-92
Holiday Inn Crowne Plaza	Lisle	505-1000	$94-134
Holiday Plaza Complex	Matteson	747-3500	$70-95
Hyatt Lisle Hotel	Lisle	852-1234	$115-130
Hyatt Regency Chicago	Chicago	565-1234	$205-230
Hyatt Regency Oak Brook	Oak Brook	573-1234	$125-175
Hyatt Regency O'Hare	Rosemont	696-1234	$139-179
Hyatt Regency Woodfield	Schamburg	605-1234	$130-160
Marriott Oak Brook	Oak Brook	573-8555	$125-137
Marriott Courtyard	Arlington Heights	437-3344	$59-89
Marriott Courtyard	Deerfield	940-8222	$74-100
Marriott Courtyard	Des Plaines	824-7000	$80-95
Marriott Courtyard	Glenview	803-2520	$74-84
Marriott Courtyard	Highland Park	831-0782	$79-100
Marriott Courtyard	Lincolnshire	634-9555	$79-95
Marriott Courtyard	Naperville	505-0550	$76-86
Marriott Courtyard	Oakbrook Terrace	691-1500	$75-95
Marriott O'Hare	Rosemont	693-4444	$144-172
Marriott Schaumburg	Schaumburg	240-0100	$135-160
Marriott Suites	Deerfield	405-9666	$69-139
Marriott Suites	Downers Grove	852-1500	$105-130
Marriott Suites	Rosemont	696-4400	$160-185
Oak Brook Hills	Oak Brook	850-5555	$149-169
Omni Orrington	Evanston	866-8700	$110-150
Palmer House	Chicago	726-7500	$109-204
Park Hyatt on Water Tower Square	Chicago	280-2222	$250-315
Radisson Suite Hotel	Downers Grove	971-2000	$130
Radisson Suite Hotel	Glenview	803-9800	$100-145
Ramada Hotel	Homewood	957-1600	$60-90
Ramada Hotel O'Hare	Rosemont	827-5131	$94-125
Sofitel O'Hare	Rosemont	678-4488	$145-175
Stouffer Hotel	Oak Brook	573-2800	$129-179
Swissôtel Chicago	Chicago	565-0565	$185-250
Westin O'Hare	Rosemont	698-6000	$155-185
Wyndham Gardens	Naperville	355-3353	$84-94

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Allerton Hotel	Chicago	440-1500	
AT&T Hickory Ridge Conference Center	Lisle	971-5000	$155-185
Bismarck Hotel	Chicago	236-0123	$55-95
Blackstone Hotel	Chicago	427-4300	$99-149
Congress Hotel of Chicago	Chicago	427-3800	$78-155
Drake Chicago Hotel	Chicago	787-2200	$160-215
Drake Hotel	Oak Brook	574-5700	$65-120
Embassy Suites-O'Hare Airport	Rosemont	699-6300	
Executive House Hotel	Chicago	346-7100	$100-175
Fairmont Hotel	Chicago	565-8000	
Forum Hotel	Chicago	944-0055	$99-145
Four Seasons	Chicago	280-8800	$165-235
Hilton Hotel & Towers	Chicago	922-4400	$160-230
Hilton & Hotel Towers North Shore	Skokie	679-7000	
Hilton Inn-Lisle	Lisle	505-0900	$65-91
Hilton Inn-Oak lawn	Oak Lawn	425-7800	$91-104
Hilton-Inn O'Hare Airport	Rosemont	686-8000	
Hilton Woodfield	Arlington Heights	394-2000	$65-105
Holiday Inn-City Center	Chicago	787-6100	
Holiday Inn-Crystal Lake	Crystal Lake	477-7000	$72-85
Holiday Inn-Expo Center	Harvey	596-1500	$60-100
Holiday Inn-Mart Plaza	Chicago	836-5000	$95-120
Holiday Inn-O'Hare Airport	Rosemont	671-6350	$97-125
Holiday Inn-Willowbrook	Willowbrook	325-6400	$71-91
Holiday Inn Crowne Plaza	Lisle	505-1000	$59-121
Holiday Inn Crowne Plaza	Northbrook	480-7500	$75-115
Holiday Plaza Complex	Matteson	747-3500	$70-80
Howard Johnson O'Hare Hotel & Conference Center-Airport	Schiller Park	671-6000	
Hyatt Deerfield	Deerfield	945-3400	$79-114
Hyatt Lincolnwood	Lincolnwood	677-1234	$79-99
Hyatt Lisle Hotel	Lisle	852-1234	$65-109
Hyatt Regency Chicago	Chicago	565-1234	
Hyatt Regency O'Hare	Rosemont	696-1234	
Hyatt Regency Oak Brook	Oak Brook	573-1234	
Hyatt Regency Woodfield	Schamburg	605-1234	$140-155.
Indian Lakes Resort	Bloomingdale	529-0200	
Inter-Continental Hotel	Chicago	944-4100	
The Knickerbocker	Chicago	751-8100	$125-185
Marriott-Chicago	Chicago	836-0100	
Marriott-Lincolnshire	Lincolnshire	634-0100	$74-149
Marriott-O'Hare	Rosemont	693-4444	$69-152
Marriott-Oak Brook	Oak Brook	573-8555	$49-137
Marriott-Schaumburg	Schaumburg	240-0100	$65-135
McCormick Center Hotel	Chicago	791-1900	$109-179
Midland Hotel	Chicago	332-1200	
Nikko Hotel	Chicago	744-1900	
Nordic Hills Resort & Conference Center	Itasca	773-2750	$75-135
Oak Brook Hills	Oak Brook	850-5555	
Omni Orrington	Evanston	866-8700	$75-145
Palmer House	Chicago	726-7500	$129-225
Pheasant Run Resort	St. Charles	584-6300	$49-105
Quality Inn-Downtown	Chicago	829-5000	$49-99
Radisson-Arlington Heights	Arlington Heights	364-7600	$74-89
Radisson Plaza Ambassador West	Chicago	787-7900	$115-195
Radisson Suite Hotel	Glenview	803-9800	$110-140
Radisson Suite O'Hare	Rosemont	678-4000	
Ramada Hotel	Homewood	957-1600	$62-67
Ramada Hotel O'Hare	Rosemont	827-5131	$80-109
Ramada Inn Northbrook	Northbrook	298-2525	$54-67
Sheraton Chicago Hotel & Towers	Chicago	464-1000	
Sheraton International-O'Hare	Rosemont	297-1234	
Sheraton Naperville	Naperville	505-4900	
Sheraton Plaza	Chicago	787-2900	$89-225
Swissôtel Chicago	Chicago	565-0565	$110-160
Westin Chicago	Chicago	943-7200	$168-215
Westin O'Hare	Rosemont	698-6000	
Wyndham Hamilton	Itasca	773-4000	$90-140

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Alouette	Highwood	433-5600	M-E
Ambria	Chicago	472-5959	M-E
Arnie's	Chicago	266-4800	M
Arun's	Chicago	539-1909	M
Benkay	Chicago	744-1900	M-E
*Berghoff	Chicago	427-3170	M
Buckingham's	Chicago	922-4400	M
*Cafe La Cave	Des Plaines	827-7818	M
*Cape Cod Room	Chicago	787-2200	M-E
Carlos'	Highland Park	432-0770	M
Carlucci	Chicago	281-1220	M
Les Celebrities	Chicago	744-1900	M
Charlie Trotter's	Chicago	248-6228	M-E
*Chez Paul	Chicago	944-6680	M
Le Ciel Blue	Chicago	951-2864	M
*Club Gene & Georgetti	Chicago	527-3718	M
*Como Inn	Chicago	421-5222	M
The Cottage	Calumet City	891-3900	M
Cricket's	Chicago	751-1900	M
*Eli's The Place for Steak	Chicago	642-1393	M
Entre Nous	Chicago	565-7997	M
Everest Room	Chicago	663-8920	M-E
*Le Français	Wheeling	541-7470	M
Fond de la Tour	Oak Brook	620-1500	M
Froggy's	Highwood	433-7080	M
Gordon	Chicago	467-9780	M
Jackie's	Chicago	880-0003	M
Jaxx	Chicago	266-3020	M
Jean Claude	Chicago	525-1800	M
Jimmy's Place	Chicago	539-2999	M
*Lawry's The Prime Rib	Chicago	787-5000	M
Mandar-Inn	Chicago	842-4014	M
Mareva's	Chicago	227-4000	M
Montparnasse	Naperville	505-7037	M
*Morton's of Chicago	Chicago	266-4820	M
Morton's of Chicago	Westchester	562-7000	M
Morton's of Chicago/O'Hare	Rosemont	678-5155	M
*Nick's Fishmarket	Chicago	621-0200	M-E
Nick's Fishmarket	Rosemont	298-2000	M
Ninety-Fifth	Chicago	787-9596	M-E
Philander's	Oak Park	848-4250	M
Portico	Rosemont	827-5131	M
Prairie	Chicago	663-1143	M
Printer's Row	Chicago	461-0780	M
*The Pump Room	Chicago	266-0360	M
Ritz-Carlton Dining Room	Chicago	227-5866	M-E
Sage's Sages	Arlington Heights	593-6200	M
Seasons	Chicago	649-2349	M
*Shaw's Crab House	Chicago	527-2722	M
*Spiaggia	Chicago'	280-2750	M
Stefani's	Northbrook	498-9810	M
La Strada	Chicago	565-2200	M
Suntory	Chicago	664-3344	M-E
Sweet Basil's	Naperville	357-1050	M

CHICAGO, ILL. (cont.)

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Terczak's	Chicago	404-0171	M
Le Titi De Paris	Arlington Heights	506-0222	M
Topolobampo	Chicago	661-1434	M
La Tour	Chicago	280-2222	M-E
Tower Garden	Skokie	673-4450	M
Trattoria No. 10	Chicago	984-1718	M
Walter's	Park Ridge	825-2240	M
Le Vichyssois	Lakemoor	385-8221	M
Vivere	Chicago	332-4040	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: O'Hare-18 mi. NW
Midway-10 mi. SW
Time: O'Hare-25-65 min.
Midway-25-40 min.
Taxi: O'Hare-$24.00
Midway-$18.00
Limo: O'Hare-$12.00
Midway-$9.00

DAILY AUTO RENTAL

Average Rate: $47.00

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

CINCINNATI, OHIO

VITAL STATISTICS

Population: 1,457,800
Households: 550,300
Median Age: 32.4
Total EBI: $1,016,261,000
Median Hshld. EBI: $29,424
Total Retail Sales: $10,882,833,000
Buying Power Index: .5971
Chamber of Commerce: 579-3100
Convention & Visitors Bureau:
800-344-3445/621-2142
Telephone Area Code: 513 (Ohio);
606 (Kentucky)

MEAL & LODGING COSTS

Avg. Daily Lodging: $106.55
Meals: B-$6.98
L-$12.26
D-$21.95

PER DIEM

Total: $147.74
Index: 97

TAX RATES

Meals: 5.5%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Clarion Hotel	Cincinnati	352-2100	$91-145
Drawbridge Inn	Fort Mitchell, KY	341-2800	$50-95
Embassy Suites at Rivercenter	Covington, KY	261-8400	$119-139
Guest Quarters	Sharonville	489-3636	$99-114
Hamiltonian Hotel	Hamilton	896-6200	$59-76
Harley Hotel	Cincinnati	793-4300	$82-102
Hilton Commonwealth	Florence, KY	371-4400	$79-99
Hilton Terrace	Cincinnati	381-4000	$95-169
Holiday Inn-North	Cincinnati	771-0700	$75-85
Holiday Inn Sharonville	Sharonville	563-8330	$59-119
Hyatt Regency	Cincinnati	579-1234	$135-170
Kings Island Inn & Conference Center	Kings Island	398-0115	$100-125
Marriott Cincinnati	Cincinnati	772-1720	$120-140
Marriott Courtyard	Blue Ash	733-4334	$72-82
Omni Netherland Plaza	Cincinnati	421-9100	$135-190
Quality Hotel Central	Cincinnati	351-6000	$59-64
Quality Inn-Riverview	Covington, KY	491-1200	$65-80
Vernon Manor	Cincinnati	281-3300	$68-100
Westin Cincinnati	Cincinnati	621-7700	$159-234

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Carrousel Inn	Cincinnati	821-5110	
Clarion Hotel	Cincinnati	352-2100	$91-141
Drawbridge Inn	Fort Mitchell, KY	341-2800	$45-95
Hilton Commonwealth	Florence, KY	371-4400	$89-109
Holiday Inn-Airport	Erlanger, KY	371-2233	$59-75
Holiday Inn-Eastgate	Cincinnati	752-4400	
Holiday Inn Sharonville	Sharonville	563-8330	$55-110
Howard Johnson Plaza	Cincinnati	771-3400	$45-65
Hyatt Regency	Cincinnati	579-1234	$95-184
Kings Island Inn & Conference Center	Mason	241-5800	$55-115
Omni Netherland Plaza	Cincinnati	421-9100	
Ramada Hotel Northeast	Cincinnati	793-4500	
Sheraton Springdale	Springdale	671-6600	$65-75
Westin Cincinnati	Cincinnati	621-7700	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Celestial	Cincinnati	241-4455	M
Charley's Oyster Bar & Grill	Cincinnati	891-7000	M
Chester's Road House	Cincinnati	793-8700	M
Conservatory	Covington, KY	491-6400	M
Grand Finale	Cincinnati	771-5925	M
Heritage Restaurant	Cincinnati	561-9300	M
J's	Cincinnati	871-2888	M
Maisonette	Cincinnati	721-2260	M
The Palace	Cincinnati	381-6006	M
The Phoenix	Cincinnati	721-2255	M
*The Precinct	Cincinnati	321-5454	M
Riverview Room	Covington, KY	491-5300	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 13 mi. SW
Time: 20-30 min.
Taxi: $18.00
Limo: $8.00

DAILY AUTO RENTAL

Average Rate: $38.75

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

CLEVELAND, OHIO

VITAL STATISTICS

Population: 1,825,800
Households: 710,100
Median Age: 34.8
Total EBI: $27,193,923,000
Median Hshld. EBI: $29,946
Total Retail Sales: $13,073,662,000
Buying Power Index: .7509
Chamber of Commerce: 621-3300
Convention & Visitors Bureau:
800-321-1001/621-4110
Telephone Area Code: 216

MEAL & LODGING COSTS

Avg. Daily Lodging: $103.59
Meals: B-$5.28
L-$10.08
D-$25.39

PER DIEM

Total: $144.34
Index: 95

TAX RATES

Meals: 7.0%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
The Clinic Center Hotel	Cleveland	791-1900	$93-108
Embassy Suties	Beachwood	765-8066	$115-130
Harley Hotel-East	Willoughby	944-4300	$78-86
Harley Hotel-South	Independence	524-0700	$84-94
Harley Hotel-West	Middleburg Heights	243-5200	$70-86
Hilton-South	Cleveland	447-1300	$99-135
Holiday Inn-Beachwood	Beachwood	831-3300	$85-95
Holiday Inn-Independence	Independence	524-8050	$99-109
Marriott-Airport	Cleveland	252-5333	$118-128
Marriott-East	Beachwood	464-5950	$59-128
Pierre Radisson Inn	Beachwood	765-1900	$81-89
Quality Hotel	Beachwood	831-5150	$64-87
Quality Inn East	Wickliffe	585-0600	$55-78
Radisson Plaza	Cleveland	523-8000	$125-165
Sheraton City Center	Cleveland	771-7600	$130-160
Stouffer Tower City Plaza	Cleveland	696-5600	$89-214

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Embassy Suites	Beachwood	765-8066	$99-114
Harley Hotel-South	Independence	524-0700	$60-84
Harley Hotel-West	Middleburg Heights	243-5200	
Hilton-South	Independence	447-1300	$55-85
Holiday Inn-Hopkins Airport	Middleburg Heights	243-4040	$52-74
Holiday Inn-Independence	Independence	524-8050	$60-110
Marriott-Airport	Cleveland	252-5333	$70-108
Marriott-East	Beachwood	464-5950	$65-95
Quail Hollow Resort	Concord	352-6201	$65-110
Ramada Hotel-Airport	Cleveland	267-1700	
Sheraton-Hopkins Airport	Cleveland	267-1500	$80-110
Stouffer Tower City Plaza	Cleveland	696-5600	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Baricelli Inn	Cleveland	791-6500	M-E
Cafe Brio	Lyndhurst	473-1670	M
D'Amico's	Medina	725-5987	M
Parker's	Cleveland	881-0700	M-E
Ristorante Giovanni	Beachwood	831-8625	M
Sammy's	Cleveland	523-5560	M
Samurai Japanese Steak House	Beachwood	464-7575	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. SW
Time: 15-30 min.
Taxi: $16.50
Limo: $10.50

DAILY AUTO RENTAL

Average Rate: $50.00

COLORADO SPRINGS, COLO.

VITAL STATISTICS
Population: 405,000
Households: 150,100
Median Age: 30.3
Total EBI: $5,083,982,000
Median Hshld. EBI: $25,678
Total Retail Sales: $2,818,439,000
Buying Power Index: .1517
Chamber of Commerce: 635-1551
Convention & Visitors Bureau:
800-DOVISIT/635-7506
Telephone Area Code: 719

MEAL & LODGING COSTS
Avg. Daily Lodging: $94.64
Meals: B-N.A.
L-N.A.
D-N.A.

PER DIEM
Total: N.A.
Index: N.A.

TAX RATES
Meals: 9.2%
Lodging: 9.2%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Doubletree Antlers	Colorado Springs	473-6500	$59-135
Embassy Suites	Colorado Springs	599-9100	$95-115
Marriott Colorado Springs	Colorado Springs	260-1800	$128-140
Radisson Hotel	Colorado Springs	597-4308	$67-83
Red Lion Inn	Colorado Springs	576-8900	$65-115
Sheraton Hotel	Colorado Springs	576-5900	$69-99
Sheraton Inn	Colorado Springs	598-5770	$65-90

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
The Broadmoor	Colorado Springs	634-7711	
Cheyenne Mountain Conference Resort	Colorado Springs	576-4600	$145-185
Doubletree Antlers Hotel	Colorado Springs	473-5600	$59-99
Marriott Colorado Springs	Colorado Springs	260-1800	$49-98
Red Lion Inn	Colorado Springs	576-8900	
Sheraton Hotel	Colorado Springs	576-5900	$59-109

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Penrose Room	Colorado Springs	634-7711	M-E

AIRPORT-TO-CITY TRANSPORTATION
Distance: 8 mi. SE
Time: 15-20 min.
Taxi: $10.00
Limo: N.A.

DAILY AUTO RENTAL
Average Rate: $25.60

COLUMBIA, S.C.

VITAL STATISTICS
Population: 458,300
Households: 165,100
Median Age: 31.3
Total EBI: $6,283,329,000
Median Hshld. EBI: $28,565
Total Retail Sales: $3,545,143,000
Buying Power Index: .1851
Chamber of Commerce: 733-1110
Convention & Visitors Bureau:
800-264-4884/254-0479
Telephone Area Code: 803

MEAL & LODGING COSTS
Avg. Daily Lodging: $83.00
Meals: B-$7.60
L-$10.34
D-$23.23

PER DIEM
Total: $124.17
Index: 81

TAX RATES
Meals: 5.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	Columbia	252-8700	$97-127
Holiday Inn-Northeast	Columbia	736-3000	$54-73
Marriott Columbia	Columbia	771-7000	$99-114
Marriott Courtyard	Columbia	731-2300	$66-76
Ramada Hotel	Columbia	736-5600	$58-64
Sheraton Hotel & Conference Center	Columbia	731-0300	$55-89
The Whitney	Columbia	252-0845	$85-105

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Embassy Suites	Columbia	252-8700	$74-94
Marriott Columbia	Columbia	771-7000	$55-99
Sheraton Hotel & Conference Center	Columbia	731-0300	$65-85

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Le Petite Chateau	Columbia	782-7231	M
Pierre's	Columbia	787-7508	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 6 mi. SW
Time: 10-15 min.
Taxi: $10.00
Limo: N.A.

DAILY AUTO RENTAL
Average Rate: $40.75

COLUMBUS, OHIO

VITAL STATISTICS
Population: 1,389,700
Households: 529,400
Median Age: 31.6
Total EBI: $18,747,219,000
Median Hshld. EBI: $27,185
Total Retail Sales: $10,567,421,000
Buying Power Index: .5542
Chamber of Commerce: 221-1321
Convention & Visitors Bureau:
800-234-2657/221-6623
Telephone Area Code: 614

MEAL & LODGING COSTS
Avg. Daily Lodging: $102.46
Meals: B-$6.87
L-$7.92
D-$22.17

PER DIEM
Total: $139.42
Index: 92

TAX RATES
Meals: 5.75%
Lodging: 15.75%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Concourse Airport Hotel	Columbus	237-2515	$82-98
Embassy Suites	Columbus	890-8600	$115-130
Great Southern Hotel	Columbus	228-3800	$90-105
Guest Quarters	Columbus	228-4600	$125-165
Harley Hotel	Columbus	888-4300	$78-88
Holiday Inn-East	Columbus	868-1380	$65-86
Holiday Inn Crowne Plaza	Columbus	461-4100	$92-123
Hyatt on Capitol Square	Columbus	228-1234	$119-193
Lenox Inn	Columbus	861-7800	$46-66
Marriott-North	Columbus	885-1885	$120-130
Marriott Courtyard	Columbus	436-7070	$56-85
Marriott Suites	Coumbus	436-0004	$110-116
Radisson Hotel-North	Columbus	846-0300	$64-84
Stouffer Dublin	Dublin	764-2200	$109-129

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Embassy Suites	Columbus	890-8600	$85-127
Hilton Inn-North	Columbus	436-0700	
Holiday Inn	Worthington	885-3334	$82
Hyatt on Capitol Square	Columbus	228-1234	$89-145
Hyatt Regency	Columbus	463-1234	$75-155
Marriott-North	Columbus	885-1885	
Radisson Hotel-Airport	Columbus	475-7551	
Radisson Hotel-North	Columbus	846-0300	$64-79
Ramada University Hotel & Conference Center	Columbus	267-7461	$49-74
Sheraton Inn	Columbus	861-7220	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Cafe Martinique	Columbus	235-3950	M
Carolyn's	Columbus	221-8100	M
Gourmet Market	Columbus	486-1114	M-E
Mario's Internationale	Columbus	221-3850	M
The Refectory	Columbus	451-9774	M
Shaw's	Lancaster	654-1842	M
Worthington Inn Dining Room	Worthington	885-2600	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 7 mi. E
Time: 10 min.
Taxi: $12.00
Limo: $5.25

DAILY AUTO RENTAL
Average Rate: $41.67

DALLAS, TEXAS

VITAL STATISTICS
Population: 2,602,900
Households: 973,500
Median Age: 30.6
Total EBI: $39,928,464,000
Median Hshld. EBI: $31,057
Total Retail Sales: $23,294,124,000
Buying Power Index: 1.1648
Chamber of Commerce: 746-6600
Convention & Visitors Bureau: 746-6677
Telephone Area Code: 214

MEAL & LODGING COSTS
Avg. Daily Lodging: $131.00
Meals: B-$6.94
L-$11.93
D-$25.63

PER DIEM
Total: $177.50
Index: 86

TAX RATES
Meals: 8.25%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Bristol Suites	Dallas	233-7600	$99-250
Clarion Hotel	Dallas	630-7000	$77-97
Clarion Hotel-Aristocrat	Dallas	741-7700	$95-160
Colony Parke Hotel	Dallas	750-6060	$77-97
Crown Sterling Suites-Airport	Irving	790-0093	$129-139
Doubletree at Park West	Dallas	869-4300	$124-134
Embassy Suites-Love Field	Dallas	357-4500	$129-149
The Grand Kempinski	Dallas	386-6000	$135-155
Harvey Hotel-Addison	Addison	980-8877	$100-125

DALLAS, TEXAS (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Harvey Suites	Irving	929-4499	$95-130
Hilton-Dallas Parkway	Dallas	661-3600	$89-139
Hilton Executive Conf. Center-Airport	Grapevine	481-8444	$99-161
Holiday Inn-Crowne Plaza	Dallas	385-9000	$79-109
Hyatt Regency	Dallas	651-1234	$149-174
Hyatt Regency-Airport	DFW Airport	453-1234	$135-170
Loews Anatole	Dallas	748-1200	$135-180
Marriott Airport	Irving	929-8800	$135-155
Marriott Courtyard-North	Dallas	352-7676	$69-79
Marriott Courtyard-Northwest	Dallas	653-1166	$79-89
Marriott Hotel Quorum	Dallas	661-2800	$135-175
Marriott Suites	Dallas	747-3000	$130-140
Omni Melrose	Dallas	521-5151	$130-170
Park Suites	Dallas	234-3300	$104-140
Plaza of the Americas	Dallas	979-9000	$170-215
Radisson Hotel Stemmons	Dallas	351-4477	$82-129
Sheraton Grand-Airport	Irving	929-8400	$95-145
Sheraton Park Central	Dallas	385-3000	$109-169
Southland Center Hotel	Dallas	922-8000	$79-180
Stoneleigh	Dallas	871-7111	$120-165
Stouffer-Dallas	Dallas	631-2222	$139-199
Summit	Dallas	243-3363	$73-105
Westin Galleria	Dallas	934-9494	$160-205

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adolphus Hotel	Dallas	742-8200	
Airport Inn-DFW	Irving	579-8911	$29-42
Baron Hotel	Dallas	634-8550	$45-80
Bristol Suites	Dallas	233-7600	
Clarion Hotel	Dallas	630-7000	$59-107
Crescent Court Hotel	Dallas	871-0303	
Crown Sterling Suites-Airport	Irving	790-0093	
Doubletree at Campbell Center	Dallas	691-8700	
Doubletree at Lincoln Center	Dallas	934-8400	
Fairmont Hotel	Dallas	720-2020	
Four Seasons Resort & Club	Irving	717-0700	
Grand Hotel	Dallas	747-7000	$75-95
The Grand Kempinski Hotel	Dallas	386-6000	
Harvey Hotel-Addison	Addison	980-8877	$69-94
Harvey Hotel-Dallas	Dallas	960-7000	$55-85
Harvey Hotel-DFW Airport	Irving	929-4500	$85-115
Harvey Hotel-Plano	Plano	578-8555	$60-85
Hilton-Dallas Parkway	Dallas	661-3600	
Hilton Executive Conf. Center-Airport	Grapevine	481-8444	
Holiday Inn-Crowne Plaza	Dallas	385-9000	
Holiday Inn-DFW Airport North	Irving	929-8181	$85-95
Holiday Inn-DFW Airport South	Irving	399-1010	$49-93
Holiday Inn-LBJ Northeast	Dallas	341-5400	$45-65
Hyatt Regency	Dallas	651-1234	
Hyatt Regency-Airport	DFW Airport	453-1234	$109-130
Loews Anatole	Dallas	748-1200	$95-165
Marriott Airport	Irving	929-8800	$79-129
Marriott Hotel Quorum	Dallas	661-2800	
Marriott Mandalay at Las Colinas	Irving	556-0800	$115-135
Marriott Park Central	Dallas	233-4421	$50-100
Plaza of the Americas	Dallas	747-7222	$69-170
Ramada Hotel Lovefield	Dallas	357-5601	$54-74
Sheraton Grand-Airport	Irving	929-8400	$59-135
Sheraton Mockingbird	Dallas	634-8850	$70-88
Sheraton Park Central	Dallas	385-3000	$79-115
Southland Center Hotel	Dallas	922-8000	$75-115
Stouffer-Dallas	Dallas	631-2222	
Summit	Dallas	243-3363	$49-79
Westin Galleria	Dallas	934-9494	$80-185

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Actuelle	Dallas	855-0440	M
Cafe America	Dallas	559-4441	M
Cafe on the Green	Irving	717-0700	M
Cafe Pacific	Dallas	526-1170	M
Capriccio	Dallas	871-2004	M
Conservatory	Dallas	871-3200	M-E
Dakota's	Dallas	740-4001	M
Enclave	Dallas	363-7487	M
French Room	Dallas	742-8200	M-E
*The Mansion on Turtle Creek	Dallas	559-2100	M-E
Old Warsaw	Dallas	528-0032	M
Pyramid Room	Dallas	720-5249	M-E
Riviera	Dallas	351-0094	M-E
Routh Street Cafe	Dallas	871-7161	E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 21 mi. NW
Time: 25-40 min.
Taxi: $22.50
Limo: $11.00

DAILY AUTO RENTAL

Average Rate: $44.00

Note: An asterisk (*) indicates a 1991 S&MM BEDA (Business Executives' Dining Award) winner.

DAYTON-SPRINGFIELD, OHIO

VITAL STATISTICS

Population: 953,800
Households: 365,200
Median Age: 33.5
Total EBI: $12,979,033,000
Median Hshld. EBI: $27,773
Total Retail Sales: $6,778,074,000
Buying Power Index: .3741
Chamber of Commerce: 226-1444/325-7621
Convention & Visitors Bureau: 800-221-8235/226-8248/325-7621
Telephone Area Code: 513

MEAL & LODGING COSTS

Avg. Daily Lodging: $101.14
Meals: B-$5.74
L-$6.39
D-$16.02

PER DIEM

Total: $129.29
Index: 85

TAX RATES

Meals: 6.5%
Lodging: 12.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Guest Quarters	Dayton	436-2400	$99-115
Hilton Daytonian	Dayton	461-4700	$84-104
Holiday Inn-Dayton Mall	Miamisburg	434-8030	$76-96
Holiday Inn-I-675 Conference Center	Fairborn	426-7800	$81-101
Marriott Courtyard	Miamisburg	433-3131	$76-86
Marriott Dayton	Dayton	223-1000	$110-120
Stouffer Center Plaza	Dayton	224-0800	$114-154

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Bergamo Center	Dayton	426-2363	$17-21
Holiday Inn-Dayton Mall	Miamisburg	434-8030	$49-75
Marriott Dayton	Dayton	223-1000	
Radisson Inn	Dayton	278-5711	$50-65
Ramada Inn-South	Dayton	866-6261	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
L'Auberge	Kettering	299-5536	M
Benham's	Dayton	228-7041	M
Peerless Mill Inn	Miamisburg	966-5968	M
The Savory	Dayton	256-8007	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 12.5 mi. N
Time: 20-25 min.
Taxi: $16.00
Limo: $10.00

DAILY AUTO RENTAL

Average Rate: $50.75

DENVER, COLO.

VITAL STATISTICS

Population: 1,633,300
Households: 653,000
Median Age: 32.7
Total EBI: $26,341,923,000
Median Hshld. EBI: $33,138
Total Retail Sales: $12,998,169,000
Buying Power Index: .7225
Chamber of Commerce: 534-8500
Convention & Visitors Bureau: 800-888-1900/892-1112
Telephone Area Code: 303

MEAL & LODGING COSTS

Avg. Daily Lodging: $125.50
Meals: B-$7.17
L-$10.35
D-$21.35

PER DIEM

Total: $164.23
Index: 108

TAX RATES

Meals: 7.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Burnsley Hotel	Denver	830-1000	$95-225
Doubletree Hotel	Aurora	337-2800	$110-120
Embassy Suites-Denver		696-6644	$115-135
Embassy Suites-Tech Center South	Englewood	792-0433	$119-134
Hilton-Denver South	Englewood	779-6161	$89-99
Hyatt Regency-Denver	Denver	295-1234	$79-160
Hyatt Regency-Tech Center	Denver	779-1234	$99-147
Marriott-City Center	Denver	297-1300	$135-165

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Marriott-Denver West	Golden	279-9100	$66-129
Marriott-Southeast	Denver	758-7000	$136
Oxford Alexis Hotel	Denver	628-5400	$115-135
Radisson Hotel	Denver	893-3333	$120-140
Registry Hotel-Airport	Denver	321-3333	$105-115
Scanticon Conference Center Hotel & Resort	Englewood	799-5800	$119-129
Sheraton Denver Tech Center	Denver	779-1100	$87-140
Sheraton Denver West	Lakewood	987-2000	$89-115
Stouffer Concourse	Denver	399-7500	$125-179
The Warwick	Denver	861-2000	$94-134
Westin Hotel Tabor Center	Denver	572-9100	$145-190

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Courtyard Pines	Denver	373-5730	$59-89
Brown Palace Hotel	Denver	297-3111	$89-139
Denver Downtown Hotel	Denver	573-1450	
Doubletree Hotel	Aurora	337-2800	$65-99
Embassy Suites-Airport	Denver	375-0400	$91
Embassy Suites-Tech Center South	Englewood	792-0433	$79
Executive Tower Inn	Denver	571-0300	$80-100
Hilton-Denver South	Englewood	779-6161	$69-109
Holiday Inn-Denver North	Denver	292-9500	$60-70
Holiday Inn-I 70	Denver	371-9494	
Holiday Inn-Northglenn	Northglenn	452-4100	$50-70
Holiday Inn Southeast	Aurora	695-1700	$49-64
Hyatt Regency-Denver	Denver	295-1234	$80-165
Hyatt Regency-Tech Center	Denver	779-1234	
Marriott-City Center	Denver	297-1300	$132-162
Marriott-Denver West	Golden	279-9100	
Marriott-Southeast	Denver	758-7000	$70-100
Radisson Hotel	Denver	893-3333	$60-115
Regency Hotel	Denver	458-0808	$39-65
Registry Hotel-Airport	Denver	321-3333	
Scanticon Conference Center Hotel & Resort	Englewood	799-5800	$89-129
Sheraton Denver Tech Center	Denver	779-1100	
Sheraton Denver West	Lakewood	987-2000	$82-108
Stapleton Plaza Hotel & Fitness Center	Denver	321-3500	$50-86
Stouffer Concourse	Denver	399-7500	
Westin Hotel Tabor Center	Denver	572-9100	$120-150

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*Black Swan	Englewood	799-5800	M
Brittany Hill	Denver	451-5151	M
The Broker	Denver	292-0565	M
Chateau Pyrenees	Englewood	770-6660	M
Cliff Young	Denver	831-8900	M
Morton's of Chicago	Denver	825-3353	M
Normandy French Restaurant	Denver	321-3311	M
*Palace Arms	Denver	297-3111	M-E
Tante Louise	Denver	355-4488	M
Tuscany	Denver	782-9300	M-E
Wellshire Inn	Denver	759-3333	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. NE
Time: 20-30 min.
Taxi: $11.00
Limo: $5.00

DAILY AUTO RENTAL

Average Rate: $42.75

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

DES MOINES, IOWA

VITAL STATISTICS

Population: 396,000
Households: 154,400
Median Age: 32.7
Total EBI: $5,779,057,000
Median Hshld. EBI: $28,898
Total Retail Sales: $3,466,624,000
Buying Power Index: .1718
Chamber of Commerce: 286-4950
Convention & Visitors Bureau: 800-451-2625/286-4960
Telephone Area Code: 515

MEAL & LODGING COSTS

Avg. Daily Lodging: $79.18
Meals: B-$5.81
L-$7.22
D-$16.59

PER DIEM

Total: $108.80
Index: 71

TAX RATES

Meals: 4.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adventureland Inn	Des Moines	265-7321	$60-80
Best Western-Des Moines International	Des Moines	287-6464	$51-61
Embassy Suites-On the River	Des Moines	244-1700	$109-129
Executive Inn	West Des Moines	225-1144	$40-49
Fort Des Moines	Des Moines	243-1161	$55-65
Hilton-Airport	Des Moines	287-2400	$75-95
Holiday Inn-South	Des Moines	283-1711	$61-76
Holiday Inn-University Park	West Des Moines	223-1800	$55-98
Marriott Des Moines	Des Moines	245-5500	$75-150
Savery Hotel & Spa	Des Moines	244-2151	$80-125
Sheraton Inn	Des Moines	278-5575	$72-81

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton-Airport	Des Moines	287-2400	
Holiday Inn-University Park	West Des Moines	223-1800	$59-99
Marriott Des Moines	Des Moines	245-5500	$60-139
Savery Hotel & Spa	Des Moines	244-2151	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Christopher's	Des Moines	274-3694	M
Metz	Des Moines	246-1656	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5.5 mi. SW
Time: 10-15 min.
Taxi: $10.00
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $46.25

DETROIT, MICH.

VITAL STATISTICS

Population: 4,387,900
Households: 1,621,000
Median Age: 33.1
Total EBI: $64,078,339,000
Median Hshld. EBI: $31,089
Total Retail Sales: $33,349,904,000
Buying Power Index: 1.8192
Chamber of Commerce: 964-4000
Convention & Visitors Bureau: 259-4333
Telephone Area Code: 313

MEAL & LODGING COSTS

Avg. Daily Lodging: $105.55
Meals: B-$6.88
L-$10.70
D-$23.53

PER DIEM

Total: $146.66
Index: 96

TAX RATES

Meals: 4.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Berkshire Hotel	Southfield	356-4333	$79-99
Best Western Greenfield Inn	Allen Park	271-1600	$65-78
Best Western Sterling Inn	Sterling Heights	979-1400	$75-90
Dearborn Inn (a Marriott Hotel)	Dearborn	271-2700	$130-150
Embassy Suites	Livonia	462-6000	$79-109
Embassy Suites	Southfield	350-2000	$123-138
Georgian Inn	Roseville	294-0400	$49-76
Guest Quarters	Troy	879-7500	$135-185
Hilton Inn-Northfield	Troy	879-2100	$119-163
Hilton Novi	Novi	349-4000	$99-144
Hilton Suites-Airport	Romulus	728-9200	$105-120
Holiday Inn-Airport	Romulus	728-2800	$73-102
Holiday Inn-Auburn Hills	Auburn Hills	373-4550	$79-99
Holiday Inn-Bloomfield Hills	Bloomfield Hills	334-2444	$62-74
Holiday Inn-Dearborn	Dearborn	278-4800	$67-83
Holiday Inn-Fairlane	Detroit	336-3340	$79-84
Holiday Inn-Livonia West	Livonia	464-1300	$84-98
Holiday Inn-Southfield	Southfield	353-7700	$49-92
Holiday Inn-Troy	Troy	689-7500	$75-92
Hotel Baronet	Novi	349-6666	$95-105
Hyatt Regency-Dearborn	Dearborn	593-1234	$145-190
Kingsley Inn	Bloomfield Hills	644-1400	$79-98
Marriott-Livonia	Livonia	462-3100	$99-124
Marriott-Romulus	Romulus	729-7555	$109
Marriott-Southfield	Southfield	356-7400	$119-129
Marriott-Troy	Troy	680-9797	$134-159
Marriott Courtyard-Airport	Romulus	721-3200	$79-89
Marriott Courtyard-Dearborn	Dearborn	271-1400	$79-89
Marriott Courtyard-Livonia	Livonia	462-2000	$75-85
Marriott Courtyard-Southfield	Southfield	358-1222	$79-89
Marriott Courtyard-Troy	Troy	528-2800	$74-89
Marriott Courtyard-Warren	Warren	751-5777	$79-89
Omni International	Detroit	222-7700	$155-225
Radisson Plaza Hotel	Southfield	827-4000	$123-175
Radisson Suite Hotel	Farmington Hills	477-7800	$85
River Crab Blue Water Inn	St. Clair	329-2236	$93
River Place Inn	Detroit	329-2500	$140-190

DETROIT, MICH. (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Sheraton Inn	Southfield	559-6500	$69-89
Sheraton Oaks	Novi	348-5000	$88-98
Somerset Inn	Troy	643-7800	$103-135
Thomas Edison Inn	Port Huron	984-8000	$80-130
Westin Hotel-Renaissance Center	Detroit	568-8000	$120-199

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Days Hotel-Conv. Center	Southfield	557-4800	$50-95
Dearborn Inn (a Marriott Hotel)	Dearborn	271-2700	$65-160
Embassy Suites	Southfield	350-2000	$89-120
Guest Quarters	Troy	879-7500	$79-135
Hilton Inn-Troy	Troy	583-9000	
Hilton Novi	Novi	349-4000	$65-144
Holiday Inn-Fairlane	Detroit	336-3340	$71-79
Holiday Inn-Livonia West	Livonia	464-1300	$55-75
Hyatt Regency-Dearborn	Dearborn	593-1234	
Lyon Meadows Conf. Center	New Hudson	486-2400	
Marriott-Southfield	Southfield	356-7400	$79-119
Marriott-Troy	Troy	937-0000	$62-144
Omni International	Detroit	222-7700	$85-145
Radisson Airport	Romulus	729-2600	$79-109
Radisson Plaza Hotel	Southfield	827-4000	
Radisson Plymouth	Plymouth	459-4500	
Ramada Inn-Airport	Romulus	729-6300	$40-75
Ritz-Carlton	Dearborn	441-2000	$155-215
Royce Hotel-Airport	Romulus	292-3400	
Sheraton Inn	Southfield	559-6500	$69-109
Sheraton Oaks	Novi	348-5000	$50-75
Westin Hotel-Renaissance Center	Detroit	568-8000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Les Auteurs	Royal Oak	544-2887	M
Cafe Bon Homme	Plymouth	453-6260	M
Caucus Club	Detroit	965-4970	M
Golden Mushroom	Southfield	559-4230	M-E
*Joe Muer's	Detroit	567-1088	M
The Lark	West Bloomfield	661-4466	E
*London Chop House	Detroit	962-0278	M-E
Machus Red Fox	Bloomfield Hills	626-4200	M-E
Opus One	Detroit	961-7766	M
The Restaurant	Dearborn	441-2000	M
Tso Chez	Novi	348-5555	M
Van Dyke Place	Detroit	821-2620	M-E
The Whitney	Detroit	832-5701	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 19 mi. SW
Time: 30-45 min.
Taxi: $28.00
Limo: $12.00

DAILY AUTO RENTAL

Average Rate: $58.00

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

EL PASO, TEXAS

VITAL STATISTICS

Population: 602,600
Households: 181,800
Median Age: 28.0
Total EBI: $5,372,915,000
Median Hshld. EBI: $20,884
Total Retail Sales: $3,561,693,000
Buying Power Index: .1839
Chamber of Commerce: 534-0500
Convention & Visitors Bureau: 800-351-6024/534-0696
Telephone Area Code: 915

MEAL & LODGING COSTS

Avg. Daily Lodging: $111.63
Meals: B-$6.81
L-$10.88
D-$21.04

PER DIEM
Total: $150.36
Index: 99

TAX RATES
Meals: 8.25%
Lodging: 14.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	El Paso	779-6222	$99-129
Hilton-Airport	El Paso	778-4241	$81-105
Marriott Hotel	El Paso	779-3300	$94-124
Westin Paso Del Norte	El Paso	534-3000	$113-148

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton-Airport	El Paso	778-4241	
Marriott El Paso	El Paso	779-3300	$58-129
Westin Paso Del Norte	El Paso	534-3000	$65-100

RESTAURANTS **

NAME	CITY	PHONE	PRICE CODE
Bella Napoli	El Paso	584-3321	M
Cattleman's Steak House	Fabens	544-3200	M
Cinders	El Paso	598-0202	M
Jaxon's	El Paso	544-1188	M
Señor Juan Griggs	El Paso	598-3551	M
Tigua Indian Reservation	El Paso	859-3916	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. E
Time: 15 min.
Taxi: $14.00
Limo: $9.00

DAILY AUTO RENTAL

Average Rate: $46.75

**None of the restaurants in this metro area meet the established criteria for inclusion in the *SMBP*'s listings. Therefore, a sampling of local restaurants has been selected independently.

FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FLA.

VITAL STATISTICS

Population: 1,278,400
Households: 538,200
Median Age: 38.0
Total EBI: $21,697,400,000
Median Hshld. EBI: $30,411
Total Retail Sales: $12,064,658,000
Buying Power Index: .6122
Chamber of Commerce: 462-6000/985-4000/941-2940
Convention & Visitors Bureau: 800-356-1662/765-4466
Telephone Area Code: 305

MEAL & LODGING COSTS

Avg. Daily Lodging: $144.45
Meals: B-$4.95
L-$9.50
D-$20.17

PER DIEM
Total: $179.07
Index: 118

TAX RATES
Meals: 6.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Bahia Mar Resort & Yachting Center	Fort Lauderdale	764-2233	$95-145
Best Western Beachcomber Hotel & Villas	Pompano Beach	941-7830	$87-172
Crown Sterling Suites	Deerfield Beach	426-0478	$155-265
Crown Sterling Suites-South	Fort Lauderdale	527-2700	$115-159
Guest Quarters	Fort Lauderdale	565-3800	$115-189
Hilton-Airport	Dania	920-3300	$105-180
Hilton-Deerfield Beach	Deerfield Beach	427-7770	$109-159
Hilton-Hollywood Beach	Hollywood	458-1900	$109-209
Hilton-Sunrise	Sunrise	748-7000	$109-129
Holiday Inn-Pompano Beach	Pompano Beach	941-7300	$110-155
Howard Johnson Beach Resort	Lauderdale-by-the-Sea	776-5660	$79-199
Inverrary Club & Resort	Fort Lauderdale	485-0500	$120-200
Ireland's Inn	Fort Lauderdale	565-6661	$69-140
Lago Mar	Fort Lauderdale	523-6511	$135
Marriott Fort Lauderdale	Fort Lauderdale	771-0440	$125-170
Marriott Marina Hotel	Fort Lauderdale	463-4000	$189-232
Sheraton Execuport	Fort Lauderdale	772-7770	$99-120
Sheraton Design Center-Airport	Dania	920-3500	$110-185
Sheraton Suites-Plantation	Plantation	424-3300	$105-164
Sheraton Yankee Trader Beach Resort	Fort Lauderdale	467-1111	$120-140
Westin Cypress Creek	Fort Lauderdale	772-1331	$150-210

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Bahia Mar Resort & Yachting Center	Fort Lauderdale	764-2233	$65-125
Bonaventure Resort & Spa	Fort Lauderdale	389-3300	$85-200
Crown Sterling Suites-South	Fort Lauderdale	527-2700	$74-169
Diplomat Resort & Country Club	Hollywood	457-2000	
Hilton-Airport	Dania	920-3300	$80-109
Hilton-Deerfield Beach	Deerfield Beach	427-7700	
Hilton-Hollywood Beach	Hollywood	458-1900	$65-135
Hilton-Sunrise	Sunrise	748-7000	$59-125
Holiday Inn-Plantation	Plantation	472-5600	$49-100
Holiday Inn-West	Fort Lauderdale	739-4000	$45-64
Inverrary Club & Resort	Fort Lauderdale	485-0500	$60-185
Marriott Fort Lauderdale	Fort Lauderdale	771-0440	$55-119
Marriott Harbor Beach	Fort Lauderdale	525-4000	$85-280
Marriott Marina Hotel	Fort Lauderdale	463-4000	

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Palm Aire Spa Resort	Pompano Beach	972-3300	
Pier 66 Hotel & Marina	Fort Lauderdale	525-6666	
Rolling Hills Golf Resort & Conf. Center	Fort Lauderdale	475-0400	
Sheraton Design Center-Airport	Dania	920-3500	
Westin Cypress Creek	Fort Lauderdale	772-1331	$75-130

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
La Bonne Auberge	Fort Lauderdale	491-5522	M
Brooks	Deerfield Beach	427-9302	M-E
Burt & Jack's	Fort Lauderdale	522-5225	M
Le Cafe de Paris	Fort Lauderdale	467-2900	M
Casa Vecchia	Fort Lauderdale	463-7575	M
La Coquille	Fort Lauderdale	467-3030	M
Le Dome	Fort Lauderdale	463-3303	M
The Down Under	Fort Lauderdale	563-4123	M
La Ferme	Fort Lauderdale	764-0987	M
Fisherman	Fort Lauderdale	566-2002	M
Frankie's	Fort Lauderdale	566-7853	M
French Quarter	Fort Lauderdale	463-8000	M
The Left Bank	Fort Lauderdale	462-5376	M
Mai-Kai	Fort Lauderdale	563-3272	M
La Maison D'Arcy	Dania	923-1000	M
Le Mesquite	Fort Lauderdale	522-6795	M
The Plum Room	Fort Lauderdale	563-4168	M-E
Primavera	Fort Lauderdale	564-6363	M
La Reserve	Fort Lauderdale	563-6644	M
Le Val de Loire	Deerfield Beach	427-5354	M
Yesterday's	Fort Lauderdale	561-4400	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 4 mi. S
Time: 10 min.
Taxi: $8.00
Limo: $9.00

DAILY AUTO RENTAL

Average Rate: $38.25

FORT WORTH-ARLINGTON, TEXAS

VITAL STATISTICS

Population: 1,361,000
Households: 506,100
Median Age: 30.8
Total EBI: $20,154,944,000
Median Hshld. EBI: $31,118
Total Retail Sales: $10,950,924,000
Buying Power Index: .5783
Chamber of Commerce: 336-2491/275-2613
Convention & Visitors Bureau: 800-433-5747/336-8791/265-7721
Telephone Area Code: 817

MEAL & LODGING COSTS

Avg. Daily Lodging: $93.75
Meals: B-$6.40
L-$10.05
D-$21.00

PER DIEM
Total: $131.20
Index: 86

TAX RATES
Meals: 7.75%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Green Oaks Inn & Conference Center	Fort Worth	738-7311	$77-95
Hilton Arlington	Arlington	640-3322	$90-120
Holiday Inn	Arlington	640-7712	$74-104
Hyatt Regency	Fort Worth	870-1234	$128-133
Marriott Courtyard-Arlington	Arlington	277-2774	$68-78
Marriott Courtyard-Fort Worth	Fort Worth	545-2202	$70-80
Plaza Hotel & Conference Center	Fort Worth	534-4801	$55-85
Radisson Suite Hotel	Arlington	640-0440	$105-138

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Arlington	Arlington	640-3322	$70-105
Holiday Inn-North	Fort Worth	625-9911	$62-72
Holiday Inn-South	Fort Worth	293-3088	
Radisson Plaza Hotel	Fort Worth	870-2100	$79-109
Sheraton Centerpark Hotel	Arlington	261-8200	$74-84
Worthington Hotel	Fort Worth	870-1000	$65-90

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Bistro Bagatelle	Arlington	261-0488	M
Cacharel	Arlington	640-9981	M
*Cattleman's Steak House	Fort Worth	624-3945	M
Reflections	Fort Worth	870-1000	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 24 mi. NE
Time: 30-40 min.
Taxi: $22.00
Limo: $7.00

DAILY AUTO RENTAL

Average Rate: $46.75

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

FRESNO, CAL.

VITAL STATISTICS

Population: 682,900
Households: 226,200
Median Age: 29.4
Total EBI: $8,660,195,000
Median Hshld. EBI: $27,326
Total Retail Sales: $4,412,904,000
Buying Power Index: .2516
Chamber of Commerce: 233-4651
Convention & Visitors Bureau: 800-788-0836/233-0836
Telephone Area Code: 209

MEAL & LODGING COSTS

Avg. Daily Lodging: $89.63
Meals: B-$7.87
L-$10.91
D-$19.80

PER DIEM
Total: $128.21
Index: 84

TAX RATES
Meals: 7.75%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Fresno	Fresno	485-9000	$64-99
Holiday Inn-Airport	Fresno	252-3611	$72-120
The Inn at Harris Ranch	Coalinga	935-0717	$74-86
Marriott Courtyard	Fresno	221-6000	$76-86
Piccadilly Inn	Fresno	226-3850	$78-88
Piccadilly Inn-Airport	Fresno	251-6000	$85-95
Piccadilly Inn-University	Fresno	224-4200	$78-88
San Joaquin Hotel	Fresno	225-1309	$75-170

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Fresno	Fresno	485-9000	$68-78
Holiday Inn-Airport	Fresno	252-3611	
Holiday Inn Center Plaza	Fresno	268-1000	
Piccadilly Inn-University	Fresno	224-4200	$75-89

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Niccia's	Fresno	224-1660	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. NE
Time: 15 min.
Taxi: $12.50
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $32.17

GRAND RAPIDS, MICH.

VITAL STATISTICS

Population: 696,200
Households: 247,300
Median Age: 30.7
Total EBI: $9,623,756,000
Median Hshld. EBI: $30,848
Total Retail Sales: $5,588,808,000
Buying Power Index: .2858
Chamber of Commerce: 771-0300
Convention & Visitors Bureau: 800-678-9859/459-8287
Telephone Area Code: 616

MEAL & LODGING COSTS

Avg. Daily Lodging: $85.44
Meals: B-$7.92
L-$11.84
D-$19.77

PER DIEM
Total: $124.97
Index: 82

TAX RATES
Meals: 4.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Amway Grand Plaza	Grand Rapids	774-2000	$85-138
Best Western-Grandvillage Inn	Grandville	532-3222	$57-120
Harley Hotel	Grand Rapids	949-8800	$62-90
Hilton Hotel	Kentwood	957-0100	$73-94
Holiday Inn-East	Kentwood	949-9222	$72-90
Holiday Inn-Holland	Holland	394-0111	$66-88
Holiday Inn-North	Grand Rapids	363-9001	$65-80
Holiday Inn-Spring Lake	Spring Lake	846-1000	$52-86
Holiday Inn Crowne Plaza	Grand Rapids	957-1770	$100-120

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Amway Grand Plaza	Grand Rapids	774-2000	$63-111
Harley Hotel	Grand Rapids	949-8800	
Holiday Inn Crowne Plaza	Grand Rapids	957-1770	$65-109

GRAND RAPIDS, MICH. (cont.)

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Gibson's	Grand Rapids	774-8535	M
Sandpiper	Macatawa	335-5866	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 11 mi. SE
Time: 15 min.
Taxi: $20.00
Limo: N.A.

DAILY AUTO RENTAL
Average Rate: $48.00

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.

VITAL STATISTICS
Population: 949,600
Households: 375,200
Median Age: 34.1
Total EBI: $13,135,363,000
Median Hshld. EBI: $26,410
Total Retail Sales: $7,251,632,000
Buying Power Index: .3838
Chamber of Commerce: 275-8675/725-2282/889-8151
Convention & Visitors Bureau: 800-344-2282/274-2282/800-331-7018/725-2361/884-5255
Telephone Area Code: 919

MEAL & LODGING COSTS
Avg. Daily Lodging: $108.10
Meals: B-$6.12
L-$8.61
D-$17.94
PER DIEM
Total: $140.77
Index: 92
TAX RATES
Meals: 6.0%
Lodging: 12%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites-Airport	Greensboro	668-4535	$99-140
Holiday Inn-Four Seasons	Greensboro	292-9161	$65-88
Marriott-Airport	Greensboro	852-6450	$99-119
Sheraton Greensboro	Greensboro	379-8000	$83-108
Stouffer Winston Plaza	Winston-Salem	725-3500	$118-162

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Embassy Suites-Airport	Greensboro	668-4535	$85-104
Graylyn Conference Center-Wake Forest Univ.	Winston-Salem	727-1900	
Holiday Inn-Four Sensons	Greensboro	292-9161	$71-79
Hyatt Winston-Salem	Winston-Salem	725-1234	
Marriott-Airport	Greensboro	852-6450	$65-95
Radisson Hotel	High Point	889-8888	$55-80
Ramada Hotel	Winston-Salem	723-7911	
Sheraton Greensboro	Greensboro	379-8000	
Stouffer Winston Plaza	Winston-Salem	725-3500	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
La Chaudiere	Winston-Salem	748-0269	M
Giovanni's	Greensboro	855-8000	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 9 mi. W
Time: 10-20 min.
Taxi: $14.00
Limo: $7.50

DAILY AUTO RENTAL
Average Rate: $30.22

GREENVILLE-SPARTANBURG, S.C.

VITAL STATISTICS
Population: 647,500
Households: 243,500
Median Age: 33.3
Total EBI: $7,798,861,000
Median Hshld. EBI: $24,687
Total Retail Sales: $4,816,106,000
Buying Power Index: .2431
Chamber of Commerce: 242-1050/594-5000
Convention & Visitors Bureau: 800-476-8687/233-0461/594-5050
Telephone Area Code: 803

MEAL & LODGING COSTS
Avg. Daily Lodging: $83.43
Meals: B-$7.96
L-$11.44
D-$26.60
PER DIEM
Total: $129.43
Index: 85
TAX RATES
Meals: 5.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton & Towers	Greenville	232-4747	$70-115
Holiday Inn	Spartanburg	576-5220	$49-68
Holiday Inn-Haywood	Greenville	297-6300	$85-96
Hyatt Regency	Greenville	235-1234	$99-114
Marriott-Airport	Greenville	297-0300	$99-119
Marriott Courtyard	Greenville	234-0300	$68-78
Ramada Inn	Spartanburg	578-7170	$45-63

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Embassy Suites Golf & Conf. Center	Greenville	676-9090	$79-99
Hilton & Towers	Greenville	232-4747	
Hyatt Regency	Greenville	235-1234	
Marriott-Airport	Greenville	297-0300	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Seven Oaks	Greenville	232-1895	M
Stax's Peppermill	Greenville	288-9320	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 15 mi. NE
Time: 20 min.
Taxi: $15.00
Limo: $14.00

DAILY AUTO RENTAL
Average Rate: $45.25

HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CONN.

VITAL STATISTICS
Population: 1,130,700
Households: 426,400
Median Age: 34.3
Total EBI: $19,586,596,000
Median Hshld. EBI: $36,477
Total Retail Sales: $9,807,156,000
Buying Power Index: .5255
Chamber of Commerce: 525-4451/229-1665/347-6924/589-4111
Convention & Visitors Bureau: 728-6789
Telephone Area Code: 203

MEAL & LODGING COSTS
Avg. Daily Lodging: $97.90
Meals: B-$6.41
L-$9.42
D-$25.17
PER DIEM
Total: $138.90
Index: 91
TAX RATES
Meals: 6.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Avon Old Farms Inn	Avon	677-1651	$79-150
Harley Hotel	Enfield	741-2211	$84-104
Marriott Hotel	Farmington	678-1000	$120-132
Radisson Hotel & Conference Center	Cromwell	635-2000	$84-106
Ramada Inn	New Britain	224-9161	$50-70

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Harley Hotel	Enfield	741-2211	$65-105
Hilton Parkview	Hartford	249-5611	
Holiday Inn-Downtown	Hartford	549-2400	$94-109
Marriott Hotel	Farmington	678-1000	
Marriott Hotel-Rocky Hill	Rocky Hill	257-6000	$65-135
Radisson Hotel & Conference Center	Cromwell	635-2000	$65-105
Ramada Hotel	East Hartford	528-9703	$74-100
Sheraton Bradley Airport	Windsor Locks	627-5311	$40-125
Sheraton Hotel	Hartford	728-5151	
Windsor Court Hotel & Conference Center	Windsor Locks	623-9811	$45-75

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Avon Old Farms Inn	Avon	677-2818	M
Blacksmith's Tavern	Glastonbury	659-0366	M
Cafe Lafayette	Madison	245-2380	M-E
Carbone's Ristorante	Hartford	249-9646	M
Cavey's French Restaurant	Manchester	643-2751	M-E
Cavey's Italian Restaurant	Manchester	643-2751	M
Gaetano's	Hartford	249-1629	M
Simsbury 1820 House	Simsbury	658-7658	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 14 mi. N
Time: 15-20 min.
Taxi: $21.00
Limo: $8.00

DAILY AUTO RENTAL
Average Rate: $46.00

HOUSTON, TEXAS

VITAL STATISTICS
Population: 3,331,200
Households: 1,196,700
Median Age: 30.3
Total EBI: $46,419,042,000
Median Hshld. EBI: $30,278
Total Retail Sales: $24,203,143,000
Buying Power Index: 1.3305
Chamber of Commerce: 651-1313
Convention & Visitors Bureau:
800-231-7799/523-5050
Telephone Area Code: 713

MEAL & LODGING COSTS
Avg. Daily Lodging: $124.63
Meals: B-$8.32
L-$11.57
D-$19.55
PER DIEM
Total: $164.07
Index: 108
TAX RATES
Meals: 8.25%
Lodging: 15.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Allen Park Inn	Houston	521-9321	$62-85
Doubletree-Airport	Houston	442-8000	$98-118
Doubletree-Allen Center	Houston	759-0202	$109-139
Doubletree-Post Oak	Houston	961-9300	$115-155
Guest Quarters-Galleria West	Houston	961-9000	$139-159
Hilton Houston Plaza	Houston	524-6633	$99-109
Hilton Nassau Bay	Houston	333-9300	$89-109
Hilton Westchase	Houston	974-1000	$89-132
Holiday Inn Southwest	Houston	530-1400	$63-84
Houstonian	Houston	680-2626	$130-150
Hyatt Regency	Houston	654-1234	$130-180
Hyatt Regency West	Houston	558-1234	$99-145
Marriott-Airport	Houston	443-2310	$108-130
Marriott-Greenspoint	Houston	875-4000	$115-146
Marriott-Houston Galleria	Houston	961-1500	$135-145
Marriott-Medical Center	Houston	796-0080	$99-119
Sofitel	Houston	445-9000	$112-140
Westin Galleria & Westin Oaks	Houston	960-8100	$150-250
Wyndham Greenspoint	Houston	875-2222	$125-175

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark Hotel	Houston	978-7400	$105-115
Doubletree-Airport	Houston	442-8000	$55-79
Doubletree-Allen Center	Houston	759-0202	$59-96
Doubletree-Post Oak	Houston	961-9300	
Four Seasons-Houston Center	Houston	650-1300	$95-105
Guest Quarters-Galleria West	Houston	961-9000	$85-129
Hilton Hobby Airport	Houston	645-3000	
Hilton Intercontinental Airport	Houston	931-0101	$61-85
Hilton Nassau Bay	Houston	333-9300	$79-119
Hilton Southwest	Houston	977-9711	$55-68
Hilton Westchase	Houston	974-1000	$72-82
Holiday Inn Crowne Plaza-Galleria	Houston	961-7272	$65-100
Houstonian	Houston	680-2626	$130-140
Hyatt Regency	Houston	654-1234	
Hyatt Regency West	Houston	558-1234	$69-124
Marriott-Airport	Houston	443-2310	$49-130
Marriott-Astrodome	Houston	797-9000	
Marriott-Brookhollow	Houston	668-0100	$69-105
Marriott-Houston Galleria	Houston	961-1500	$95-125
Marriott-Greenspoint	Houston	875-4000	$45-115
Marriott-Medical Center	Houston	796-0080	$49-119
Marriott-Westloop	Houston	960-0111	$55-129
Omni Hotel	Houston	871-8181	
Ramada Galleria West	Houston	682-1611	
Ramada Hotel Southwest	Houston	771-0641	
Ramada Inn-NASA	Houston	488-0220	$55-59
Ritz-Carlton	Houston	840-7600	$150-255
Sheraton Astrodome Hotel	Houston	748-3221	$75-115
Sheraton Crown Hotel	Houston	442-5100	$55-85
Sofitel	Houston	445-9000	$85-120
Stouffer Presidente	Houston	629-1200	
Westin Galleria & Westin Oaks	Houston	960-8100	$90-165
Woodlands Executive Conf. Center & Resort	Woodlands	367-1100	$135-219
Wyndham Greenspoint	Houston	875-2222	$75-105
Wyndham Warwick	Houston	526-1991	$85-135

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Anthony's	Houston	524-1922	M
Brennan's	Houston	522-9711	M
Cafe Annie	Houston	780-1522	M
Charley's 517	Houston	224-4438	M
Chez Georges	Houston	497-1122	M-E
Chez Nous	Houston	446-6717	M
La Colombe D'or	Houston	524-7999	M
Confederate House	Houston	622-1936	M
DeVille	Houston	650-1300	M
Dong Ting	Houston	527-0005	M
Hunan	Houston	965-0808	M-E
The Hunt Room	Houston	639-4556	M
Lancaster Grille	Houston	228-9502	M
Maxim's	Houston	877-8899	M
The Restaurant	Houston	840-7600	M
Rivoli	Houston	789-1900	M
Rotisserie for Beef and Bird	Houston	977-9524	M
Tony's	Houston	622-6778	M-E
La Tour D'Argent	Houston	864-9864	M
Vargo's	Houston	782-3888	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 22 mi. N
Time: 30-50 min.
Taxi: $26.00
Limo: $8.50

DAILY AUTO RENTAL
Average Rate: $47.50

INDIANAPOLIS, IND.

VITAL STATISTICS
Population: 1,258,100
Households: 483,200
Median Age: 32.4
Total EBI: $17,613,378,000
Median Hshld. EBI: $28,910
Total Retail Sales: $10,364,320,000
Buying Power Index: .5239
Chamber of Commerce: 464-2200
Convention & Visitors Bureau:
800-323-4639/639-4282
Telephone Area Code: 317

MEAL & LODGING COSTS
Avg. Daily Lodging: $112.29
Meals: B-$6.39
L-$7.63
D-$13.67
PER DIEM
Total: $139.92
Index: 92
TAX RATES
Meals: 5.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark	Indianapolis	248-2481	$98-135
Embassy Suites	Indianapolis	236-1800	$109-159
Guest Quarters Suite Hotel	Carmel	844-7994	$105-115
Hilton-Airport	Indianapolis	244-3361	$69-111
Hilton Hotel	Indianapolis	635-2000	$90-160
Holiday Inn-North	Indianapolis	872-9790	$69-96
Holiday Inn-Union Station	Indianapolis	631-2221	$91-115
Hyatt Regency	Indianapolis	632-1234	$145-170
Marriott Courtyard	Castleton	576-9559	$69-79
Marriott Inn	Indianapolis	352-1231	$106-116
Omni Severin	Indianapolis	634-6646	$100-160
Radisson Plaza	Indianapolis	846-2700	$97-132
Westin Hotel	Indianapolis	262-8100	$125-145
Wyndham Garden	Indianapolis	574-4600	$79-99

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark	Indianapolis	248-2481	
Embassy Suites	Indianapolis	236-1800	$94-124
Hilton-Airport	Indianapolis	244-3361	$59-109
Hilton Hotel	Indianapolis	635-2000	$65-95
Holiday Inn-Airport	Indianapolis	244-6861	
Holiday Inn-North	Indianapolis	872-9790	$67-77
Holiday Inn-Union Station	Indianapolis	631-2221	
Hyatt Regency	Indianapolis	632-1234	$90-115
Marriott Inn	Indianapolis	352-1231	
Omni Severin	Indianapolis	634-6664	$59-145
Radisson Plaza	Indianapolis	846-2700	$65-114
University Place Conf. Center & Hotel	Indianapolis	269-9000	$90-105
Westin Hotel	Indianapolis	262-8100	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Alvy Darr's	Indianapolis	267-0011	M
Beaulieu	Indianapolis	634-3000	M
Benvenuti	Indianapolis	633-4915	M
Chateau Normandy	Indianapolis	849-3970	M
Glass Chimney	Carmel	844-0921	M
Jonathan's Restaurant & Pub	Indianapolis	844-1155	M
King Cole	Indianapolis	638-5588	M
Peter's	Indianapolis	637-9333	M
*St. Elmo's Steak House	Indianapolis	637-1811	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 8 mi. SW
Time: 15 min.
Taxi: $11.00
Limo: $5.00

DAILY AUTO RENTAL
Average Rate: $49.00

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

JACKSONVILLE, FLA.

VITAL STATISTICS

Population: 927,100
Households: 351,500
Median Age: 32.2
Total EBI: $12,677,224,000
Median Hshld. EBI: $27,605
Total Retail Sales: $7,337,701,000
Buying Power Index: .3768
Chamber of Commerce: 366-6600
Convention & Visitors Bureau: 800-733-2668/353-9736
Telephone Area Code: 904

MEAL & LODGING COSTS

Avg. Daily Lodging: $105.21
Meals: B-$5.43
L-$9.50
D-$19.06

PER DIEM

Total: $139.20
Index: 91

TAX RATES

Meals: 6.5%
Lodging: 10.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn-Baymeadows	Jacksonville	737-1700	$74-79
Holiday Inn-East Conference Center	Jacksonville	724-3410	$48-75
The Inn at Baymeadows	Jacksonville	739-0739	$67-155
Marriott-Jacksonville	Jacksonville	296-2222	$135-145
Marriott Courtyard	Jacksonville	223-1700	$76-89
Omni Jacksonville	Jacksonville	355-6664	$135-160
Park Suites	Jacksonville	731-3555	$95-140

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn-Airport	Jacksonville	757-3110	$46-54
Holiday Inn-East	Jacksonville	724-3410	$50-75
Jacksonville Hotel	Jacksonville	398-8800	$48-89
Marina Hotel at St. John's Place	Jacksonville	396-5100	
Marriott at Sawgrass	Ponte Vedra Beach	285-7777	$95-199
Marriott-Jacksonville	Jacksonville	296-2222	$50-109
Omni Jacksonville	Jacksonville	355-6664	
Ponte Vedra Inn & Club	Ponte Vedra Beach	285-6911	$89-185
Radisson Inn-Airport	Jacksonville	741-4747	
Sawgrass Resort	Ponte Vedra Beach	286-2261	$140-185

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
The Augustine Room	Ponte Vedra Beach	285-7777	M-E
Raintree	St. Augustine	824-7211	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 17 mi. N
Time: 20-60 min.
Taxi: $19.00
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $39.00

KANSAS CITY, MO.-KS.

VITAL STATISTICS

Population: 1,584,700
Households: 609,400
Median Age: 32.9
Total EBI: $24,362,333,000
Median Hshld. EBI: $31,212
Total Retail Sales: $12,486,4666,000
Buying Power Index: .6817
Chamber of Commerce: 816-221-2424/913-371-3070
Convention & Visitors Bureau: 800-767-7700/816-221-5242/800-748-7157/913-321-5800
Telephone Area Code: 816 (Missouri); 913 (Kansas)

MEAL & LODGING COSTS

Avg. Daily Lodging: $120.92
Meals: B-$5.40
L-$10.03
D-$19.59

PER DIEM

Total: $155.94
Index: 102

TAX RATES

Meals: 6.25-6.475%
Lodging: 10.25-12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Allis Plaza	Kansas City, MO	421-6800	$100-130
Doubletree-Overland Park	Overland Park, KS	451-6100	$105-145
Embassy Suites-Airport	Kansas City, MO	891-7788	$74-144
Embassy Suites-Overland Park	Overland Park, KS	649-7060	$114-134
Hilton Airport Plaza Inn	Kansas City, MO	891-8900	$89-130
Hilton Plaza Inn	Kansas City, MO	753-7400	$89-129
Holiday Inn Crowne Plaza	Kansas City, MO	531-3000	$134-154
Hyatt Regency-Crown Center	Kansas City, MO	421-1234	$149-190
Marriott Airport	Kansas City, MO	464-2200	$49-150
Marriott Courtyard	Overland Park, KS	339-9900	$72-84
Raphael Hotel	Kansas City, MO	756-3800	$90-127
Westin Crown Center	Kansas City, MO	474-4400	$135-185

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark	Kansas City, MO	737-0200	$49-99
Allis Plaza	Kansas City, MO	421-6800	
Doubletree-Overland Park	Overland Park, KS	451-6100	
Embassy Suites	Kansas City, MO	756-1720	
Embassy Suites-Airport	Kansas City, MO	891-7788	
Hilton Airport Plaza Inn	Kansas City, MO	891-8900	$65-114
Hilton Plaza Inn	Kansas City, MO	753-7400	$89-107
Holiday Inn Crowne Plaza	Kansas City, MO	531-3000	
Hyatt Regency-Crown Center	Kansas City, MO	421-1234	
Marriott Airport	Kansas City, MO	464-2200	$49-120
Marriott Overland Park	Overland Park, KS	451-8000	$65-134
Park Place	Kansas City, MO	483-9900	$60-105
Ramada Hotel-Airport	Kansas City, MO	741-9500	$49-64
Ritz-Carlton	Kansas City, MO	756-1500	$99-175
Westin Crown Center	Kansas City, MO	474-4400	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
The American Restaurant	Kansas City, MO	471-8050	E
*Bristol Bar & Grill	Kansas City, MO	756-0606	M
EBT	Kansas City, MO	942-8870	M
*Golden Ox	Kansas City, MO	842-2866	M
The Grill	Kansas City, MO	756-1500	M
Jasper's	Kansas City, MO	363-3003	M
La Mediterranee	Kansas City, MO	561-2916	M
Plaza III The Steakhouse	Kansas City, MO	753-0000	M
*Savoy Grill	Kansas City, MO	842-3890	M
Stephenson's Apple Farm	Kansas City, MO	373-5400	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 18 mi. NW
Time: 25-40 min.
Taxi: $24.00
Limo: $9.00

DAILY AUTO RENTAL

Average Rate: $45.50

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

KNOXVILLE, TENN.

VITAL STATISTICS

Population: 608,400
Households: 239,300
Median Age: 34.6
Total EBI: $7,601,304,000
Median Hshld. EBI: $23,564
Total Retail Sales: $4,776,261,000
Buying Power Index: .2362
Chamber of Commerce: 637-4550
Convention & Visitors Bureau: 800-727-8045/523-2316
Telephone Area Code: 615

MEAL & LODGING COSTS

Avg. Daily Lodging: $83.00
Meals: B-$7.67
L-$11.35
D-$25.68

PER DIEM

Total: $105.35
Index: 69

TAX RATES

Meals: 8.25%
Lodging: 13.25%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Edgewater Hotel	Gatlinburg	436-4151	$89-99
Garden Plaza Hotel	Oak Ridge	481-2468	$65-70
Holiday Inn-Cedar Bluff	Knoxville	693-1011	$59-79
Holiday Inn-Gatlinburg	Gatlinburg	436-9201	$70-115
Holiday Inn-Pigeon Forge	Pigeon Forge	428-2700	$83-93
Holiday Inn-West	Knoxville	584-3911	$56-97
Holiday Inn-World's Fair	Knoxville	522-2800	$70-80
Hyatt Regency	Knoxville	637-1234	$105-120
Radisson Hotel	Knoxville	522-2600	$65-90
Ramada Inn	Pigeon Forge	453-9081	$59-96

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton-Knoxville	Knoxville	523-2300	$55-100
Hilton-Knoxville Airport	Alcoa	970-4300	$58-94
Hyatt Regency	Knoxville	637-1234	$65-124
Park Vista Hotel	Gatlinburg	436-9211	$50-90

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Five Oaks	Sevierville	453-5994	M
The Orangery	Knoxville	588-2964	M
Regas	Knoxville	637-9805	M
Tuscany	Knoxville	584-6755	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 12 mi. S
Time: 25-30 min.
Taxi: $14.00
Limo: $12.50

DAILY AUTO RENTAL

Average Rate: $46.00

LAS VEGAS, NEV.

VITAL STATISTICS
Population: 773,400
Households: 299,600
Median Age: 33.2
Total EBI: $10,408,999,000
Median Hshld. EBI: $28,175
Total Retail Sales: $5,806,823,000
Buying Power Index: .3068
Chamber of Commerce: 457-4664
Convention & Visitors Bureau: 733-2323
Telephone Area Code: 702

MEAL & LODGING COSTS
Avg. Daily Lodging: $88.18
Meals: B-$5.07
L-$10.32
D-$18.31
PER DIEM
Total: $121.88
Index: 80
TAX RATES
Meals: 7.0%
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Alexis Park Resort	Las Vegas	796-3300	$90
Bally's Las Vegas	Las Vegas	739-4111	$84-175
Desert Inn	Las Vegas	733-4444	$90-175
Four Queens	Las Vegas	385-4011	$49-59
Harrah's	Laughlin	298-4600	$25-80
Hilton	Las Vegas	732-5111	$75-165
Hilton Flamingo	Las Vegas	733-3111	$49-125
Hilton Flamingo-Laughlin	Laughlin	298-5129	$29-85
Holiday Inn Hotel/Casino	Las Vegas	369-5000	$69-89
Howard Johnson Plaza Suites	Las Vegas	369-4400	$95-155
Mirage	Las Vegas	791-7111	$79-179
Palace Station Hotel & Casino	Las Vegas	367-2411	$35-95
Rio Suite Hotel & Casino	Las Vegas	252-7770	$79-99
Riviera	Las Vegas	734-5110	$59-95
Sahara	Las Vegas	737-2111	$55-95
Showboat	Las Vegas	385-9123	$26-85
Tropicana	Las Vegas	739-2222	$39-125

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Aladdin Hotel & Casino	Las Vegas	736-0111	$45-65
Alexis Park Resort	Las Vegas	796-3300	$85-125
Bally's Las Vegas	Las Vegas	739-4111	
Caesars Palace	Las Vegas	731-7110	
Desert Inn	Las Vegas	733-4444	$95-135
Golden Nugget	Las Vegas	385-7111	$58-130
Hacienda Resort Hotel	Las Vegas	739-8911	$36-125
Hilton	Las Vegas	732-5111	$75-160
Hilton Flamingo	Las Vegas	733-3111	
Imperial Palace	Las Vegas	731-3311	
Mirage	Las Vegas	791-7111	$79-225
Riviera	Las Vegas	734-5110	
Sahara	Las Vegas	737-2111	$39-119
Sands	Las Vegas	733-5000	
Stardust	Las Vegas	732-6111	$45-200
Tropicana	Las Vegas	739-2222	$50-125
Union Plaza Hotel & Casino	Las Vegas	386-2110	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Andre's	Las Vegas	385-5016	M
Bacchanal	Las Vegas	734-7110	E
Chin's	Las Vegas	733-8899	M-E
Elaine's	Las Vegas	385-7111	M
Golden Steer Steak House	Las Vegas	384-4470	M
Palace Court	Las Vegas	734-7110	M-E
Pegasus	Las Vegas	796-3300	M-E
Portofino	Las Vegas	733-4444	M-E
Tillerman	Las Vegas	731-4036	M
La Vie En Rose	Las Vegas	733-4444	M-E

AIRPORT-TO-CITY TRANSPORTATION
Distance: 7 mi. S
Time: 35-45 min.
Taxi: $17.00
Limo: $4.25

DAILY AUTO RENTAL
Average Rate: $42.00

LITTLE ROCK-NORTH LITTLE ROCK, ARK.

VITAL STATISTICS
Population: 516,100
Households: 196,600
Median Age: 32.3
Total EBI: $6,915,308,000
Median Hshld. EBI: $25,920
Total Retail Sales: $4,147,589,000
Buying Power Index: .2087
Chamber of Commerce: 374-4871/374-3600
Convention & Visitors Bureau: 800-844-7625/376-4781
Telephone Area Code: 501

MEAL & LODGING COSTS
Avg. Daily Lodging: $81.29
Meals: B-$5.31
L-$7.21
D-$16.93
PER DIEM
Total: $110.74
Index: 73
TAX RATES
Meals: 7.5%
Lodging: 9.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Camelot Hotel	Little Rock	372-4371	$54-88
Capital Hotel	Little Rock	374-7474	$100-145
Excelsior Hotel	Little Rock	375-5000	$82-102
Hilton Inn	Little Rock	664-5020	$69-85
Hilton Inn Riverfront	North Little Rock	371-9000	$61-78
Holiday Inn-West	Little Rock	223-3000	$66-74
Marriott Courtyard	Little Rock	227-6000	$59-75

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Excelsior Hotel	Little Rock	375-5000	$72-102
Hilton Inn Riverfront	North Little Rock	371-9000	$52-80

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Coy's Steak House	Little Rock	224-2000	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 3.5 mi. SE
Time: 10-15 min.
Taxi: $7.50
Limo: $15.00

DAILY AUTO RENTAL
Average Rate: $42.67

LOS ANGELES–LONG BEACH, CAL.

VITAL STATISTICS
Population: 8,967,900
Households: 3,025,800,000
Median Age: 30.8
Total EBI: $138,244,091
Median Hshld. EBI: $32,967
Total Retail Sales: $67,141,917,000
Buying Power Index: 3.8050
Chamber of Commerce: 213-629-0602/310-436-1251
Convention & Visitors Bureau: 213-624-7300/800-234-3645/310-436-3645
Telephone Area Code: 213 (City of Commerce/Hollywood/Los Angeles); 310 (Avalon/Bel Air/Beverly Hills/Century City/Cerritos/Culver City/El Segundo/Hawthorne/Inglewood/Long Beach/Malibu/Manhattan Beach/Marina Del Rey/Redondo Beach/San Pedro/Santa Monica/Torrance/Venice/West Hollywood/Westchester/Whittier); 714 (Claremont/Pomona); 805 (Lancaster/Simi Valley/Thousand Oaks/Westlake Village); 818 (Arcadia/Baldwin Park/Calabasas/City of Industry/Covina/Monrovia/Pasadena/Sherman Oaks/Studio City/Universal City/Van Nuys/Woodland Hills)

MEAL & LODGING COSTS
Avg. Daily Lodging: $147.67
Meals: B-$8.83
L-$13.55
D-$27.89
PER DIEM
Total: $197.94
Index: 130
TAX RATES
Meals: 8.25%
Lodging: 112.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Airtel Plaza	Van Nuys	997-7676	$99-149
Beverly Hills Hotel	Beverly Hills	276-2251	$170-320
Beverly Plaza	Los Angeles	658-6600	$110-168
Country Inn at Calabasas	Calabasas	887-2900	$86-105
Desert Inn	Lancaster	942-8401	$60-71
Doubletree-Plaza Las Fuentas	Pasadena	792-2727	$79-185
Doubletree Hotel	Marina Del Rey	301-3000	$175-235
Embassy Suites-Arcadia	Arcadia	445-8525	$99-142
Embassy Suites-Covina	Covina	915-3441	$99-139
Griswold's Inn	Claremont	626-2411	$75-85
Guest Quarters	Santa Monica	395-3332	$145-185
Hilton-Pasadena	Pasadena	577-1000	$123-170
Hilton-Whittier	Whittier	945-8511	$95-130
Hilton & Towers	Los Angeles	629-4321	$156-223
Hilton & Towers-Universal City	Universal City	506-2500	$150-180
Hilton & Towers-Warner Center	Woodland Hills	595-1000	$85-139
Holiday Inn-Monrovia	Monrovia	357-1900	$69-96
Holiday Inn-Pasadena	Pasadena	449-4000	$89-120
Holiday Inn Crowne Plaza	Redondo Beach	318-8888	$120-195
Holiday Inn Crowne Plaza-LAX	Inglewood	642-7500	$122-152
Hotel Metropole	Avalon	510-1884	$125-275
Hotel St. Lauren	Avalon	510-2299	$85-200
Hyatt Regency	Los Angeles	683-1234	$140-215
Marina Del Rey Hotel	Marina Del Rey	301-1000	$120-205
Marina International	Marina Del Ray	301-2000	$100-180
Marriott Courtyard	Torrance	533-8000	$86-96
Marriott Long Beach Airport	Long Beach	425-5210	$154-169
Marriott Los Angeles Airport	Inglewood	641-5700	$145-170
Marriott Marina Del Rey	Marina Del Rey	822-8555	$139-159
Marriott Torrance	Torrance	316-3636	$145-165
Marriott Warner Center	Woodland Hills	887-4800	$139-179
Mondrian Hotel	Los Angeles	650-8999	$175-475
New Otani Hotel & Garden	Los Angeles	629-1200	$119-179
Portofino Inn	Redondo Beach	379-8481	$140-200
Radisson Huntley	Santa Monica	394-5454	$120-160
Ramada-West Hollywood	West Hollywood	652-6400	$99-109

LOS ANGELES-LONG BEACH, CAL. (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Ramada Renaissance	Long Beach	437-5900	$120-160
The Roosevelt Hotel	Hollywood	466-7000	$115-180
Sheraton Grande	Los Angeles	617-1133	$175-250
Sheraton Hotel	Long Beach	436-3000	$110-210
Sheraton Industry Hills Resort	City of Industry	965-0861	$90-145
Sheraton Miramar	Santa Monica	394-3731	$155-215
Sheraton San Pedro	San Pedro	519-8200	$59-119
Sheraton Universal	Universal City	980-1212	$140-220
Shilo Inn	Pomona	598-0073	$79-95
Sportsmen's Lodge	Studio City	769-4700	$94-114
Stouffer Concourse	Inglewood	216-5858	$135-165
Valadon	West Hollywood	855-1115	$135-195
Vista Del Mar	Avalon	510-1452	$95-275
Westin Bonaventure	Los Angeles	624-1000	$150-210

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Airport Marina Hotel	Westchester	670-8111	$65-85
Best Western Airtel Plaza Hotel	Van Nuys	997-7676	$59-119
Biltmore Hotel	Los Angeles	624-1011	
Century Plaza	Century City	277-2000	$155-270
Cockatoo-The Grand Hotel	Hawthorne	679-2291	
Crown Sterling Suites	El Segundo	640-3600	$89-114
Doubletree Hotel	Marina Del Rey	301-3000	$125-155
Embassy Suites-Covina	Covina	915-3441	$79-99
Four Seasons-Los Angeles	Beverly Hills	273-2222	
Hacienda Hotel	El Segundo	615-0015	
Hilton-Beverly	Beverly Hills	274-7777	
Hilton-Pasadena	Pasadena	577-1000	$90-140
Hilton-San Gabriel	Baldwin Park	962-6000	$59-99
Hilton-University	Los Angeles	748-4141	$85-105
Hilton-Valley	Sherman Oaks	981-5400	$82
Hilton & Towers	Los Angeles	629-4321	$156-221
Hilton & Towers-Airport	Inglewood	410-4000	
Hilton & Towers-Universal City	Universal City	506-2500	$125-145
Holiday Inn-Pasadena	Pasadena	449-4000	$69-102
Holiday Inn Crowne Plaza	Redondo Beach	318-8888	$95-135
Holiday Inn Crowne Plaza-LAX	Inglewood	642-7500	
Hyatt at Los Angeles Airport	Inglewood	670-9000	$89-135
Hyatt Regency-Long Beach	Long Beach	491-1234	$89-140
Hyatt Regency-Los Angeles	Los Angeles	683-1234	
Hyatt on Sunset	West Hollywood	656-1234	
Hyatt Westlake Plaza	Westlake Village	497-9991	
Hyatt Wilshire	Los Angeles	381-7411	$95-130
Marina International	Marina Del Ray	301-3000	$82-150
Marriott Century City	Century City	277-2777	$179-269
Marriott Long Beach Airport	Long Beach	425-5210	$69-149
Marriott Los Angeles Airport	Inglewood	641-5700	$65-139
Marriott Torrance	Torrance	316-3636	$58-139
Marriott Warner Center	Woodland Hills	887-4800	$75-135
Pacifica Hotel & Conference Center	Culver City	649-1776	$65-85
Queen Mary Hotel	Long Beach	435-3511	$88-125
Radisson-Bel Air Summit Hotel	Bel Air	476-6571	$99-129
Radisson Hotel	City of Commerce	722-7200	$60-80
Radisson Plaza	Manhattan Beach	546-7511	$115-155
Ramada Hotel	Compton	632-1234	$50-80
Ramada Renaissance	Long Beach	437-5900	$88-110
Ritz-Carlton Huntington	Pasadena	568-3900	$135-210
Sheraton Cerritos	Cerritos	809-1500	$75-105
Sheraton Grande	Los Angeles	617-1133	
Sheraton Industry Hills Resort	City of Industry	965-0861	$95-145
Sheraton Long Beach	Long Beach	436-3000	
Sheraton Miramar	Santa Monica	394-3731	
Sheraton Plaza La Reina	Inglewood	642-1111	
Sheraton Town House	Los Angeles	382-7171	
Sheraton Universal	Universal City	980-1212	$115-155
Stouffer Concourse	Inglewood	216-5858	$95-140
UCLA Conference Services	Los Angeles	825-5305	$59-80
Viscount Hotel	Inglewood	645-4600	$50-65
Westin Bonaventure	Los Angeles	624-1000	$110-165

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Beau Rivage	Malibu	456-5733	M-E
Bel Air Dining Room	Bel Air	472-1211	M-E
Bernard's	Los Angeles	612-1580	M
Bistro 45	Pasadena	795-2478	M
Bistro Garden	Beverly Hills	550-3900	M-E
Champagne	Los Angeles	470-8446	M
La Chaumiere	Century City	277-2000	M-E
Chez Melange	Redondo Beach	540-1222	M
Chez Sateau	Arcadia	446-8806	M*
Chronicle	Pasadena	792-1179	M
Il Cielo	Beverly Hills	276-9990	M
City	Los Angeles	938-2155	M
The Dining Room	Beverly Hills	275-5200	M-E
Emilio's	Hollywood	935-4922	M
L'Escoffier	Beverly Hills	274-7777	M-E
Fennel	Santa Monica	394-2079	M-E
Four Oaks	Bel Air	470-2265	M-E
Gardens	Los Angeles	273-2222	M-E
Geoffrey's	Malibu	457-1519	M-E
J.W.'s	Los Angeles	277-2777	M
Jimmy's	Beverly Hills	879-2394	M-E
*Lawry's The Prime Rib	Beverly Hills	652-2827	M
Locanda Veneta	Los Angeles	274-1893	M
Ma Maison	Los Angeles	655-1991	M-E
Madeo	Los Angeles	859-4903	M
Maldonado's	Pasadena	796-1126	M
The Mandarin	Beverly Hills	272-0267	M-E
Michael's	Santa Monica	451-0845	E
L'Orangerie	Los Angeles	652-9770	E
La Parisienne	Arcadia	357-3359	M
Rangoon Racquet Club	Beverly Hills	274-8926	M
The Raymond	Pasadena	441-3136	M
Ristorante Chianti & Cucina	Hollywood	653-8333	M
Rex II Ristorante	Los Angeles	627-2300	E
La Scala	Beverly Hills	275-0579	M
72 Market St.	Venice	392-8720	M
The Tower	Los Angeles	746-1554	M-E
Tribeca	Beverly Hills	271-1595	M
Tulipe	Los Angeles	655-7400	M-E
Valentino	Santa Monica	829-4313	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 15 mi. SW
Time: 30-35 min.
Taxi: $26.50
Limo: $11.00

DAILY AUTO RENTAL

Average Rate: $47.25

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

LOUISVILLE, KY.

VITAL STATISTICS

Population: 953,000
Households: 367,800
Median Age: 33.9
Total EBI: $12,430,176,000
Median Hshld. EBI: $25,860
Total Retail Sales: $7,146,704,000
Buying Power Index: .3720
Chamber of Commerce: 625-0000
Convention & Visitors Bureau: 800-626-5646/584-2121
Telephone Area Code: 502 (Kentucky); 812 (Indiana)

MEAL & LODGING COSTS

Avg. Daily Lodging: $90.90
Meals: B-$5.18
L-$9.45
D-$15.99

PER DIEM

Total: $121.52
Index: 80

TAX RATES

Meals: 6.0%
Lodging: 10.25%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Executive Inn	Louisville	367-6161	$62-80
Executive Inn-West	Louisville	367-2251	$64-74
Galt House	Louisville	589-5200	$80-115
Galt House-East	Louisville	589-3300	$105-140
Holiday Inn-Hurstbourne	Louisville	426-2600	$75-99
Holiday Inn-New Albany	New Albany, IN	945-2771	$51-58
Hurstbourne	Louisville	491-4830	$65-104
Hyatt Regency Louisville	Louisville	587-3434	$69-129
Marriott Courtyard	Louisville	429-0006	$72-82
Radisson Hotel	Louisville	499-6220	$75-105
Seelbach (a Doubletree Hotel)	Louisville	585-3200	$111-185

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
The Brown (a Camberley Hotel)	Louisville	583-1234	$65-105
Executive Inn	Louisville	367-6161	$64-74
Executive Inn-West	Louisville	367-2251	$64-74
Galt House	Louisville	589-5200	$65-100
Holiday Inn-Hurstbourne	Louisville	426-2600	$55-75
Hurstbourne	Louisville	491-4830	$56-68
Hyatt Regency Louisville	Louisville	587-3434	$65-105
Radisson Hotel	Jeffersontown	499-6220	$70-110

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Casa Grisanti's	Louisville	584-4377	M
Fred Grisanti's	Louisville	267-0050	M
Hasenour's	Louisville	451-5210	M
Kunz's	Louisville	585-5555	M
Mamma Grisanti	Louisville	893-0141	M
Vincenzo's	Louisville	580-1350	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 5 mi. S
Time: 15-20 min.
Taxi: $10.00
Limo: $4.50

DAILY AUTO RENTAL
Average Rate: $48.00

MANCHESTER-NASHUA, N.H.

VITAL STATISTICS
Population: 341,300
Households: 126,600
Median Age: 32.2
Total EBI: $6,164,749,000
Median Hshld. EBI: $39,598
Total Retail Sales: $3,608,388,000
Buying Power Index: .1752
Chamber of Commerce: 666-6600/891-2471
Convention & Visitors Bureau: 666-6600/891-2471
Telephone Area Code: 603

MEAL & LODGING COSTS
Avg. Daily Lodging: $98.70
Meals: B-N.A.
L-N.A.
D-N.A.
PER DIEM
Total: N.A.
Index: N.A.
TAX RATES
Meals: None
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Clarion Somerset	Nashua	886-1200	$92-112
Holiday Inn-The Center	Manchester	625-1000	$76-102
Marriott-Nashua	Nashua	880-9100	$99-109
Sheraton Tara	Nashua	888-9970	$85-126
Sheraton Tara Wayfarer Inn	Bedford	622-3766	$79-107

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Merrimack	Merrimack	424-6181	$35-55
Clarion Somerset	Nashua	886-1200	$68-98
Sheraton Tara	Nashua	888-9970	$75-116
Sheraton Tara Wayfarer Inn	Manchester	622-3766	$60-90

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Bedford Village Inn	Bedford	472-2602	M
Levi Lowell's	Merrimack	429-0885	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 5 mi. SE
Time: 15 min.
Taxi: $9.00
Limo: $45.00

DAILY AUTO RENTAL
Average Rate: $47.67

MEMPHIS, TENN.

VITAL STATISTICS
Population: 986,300
Households: 360,700
Median Age: 30.9
Total EBI: $11,236,370,000
Median Hshld. EBI: $23,015
Total Retail Sales: $6,593,734,000
Buying Power Index: .3692
Chamber of Commerce: 575-3500
Convention & Visitors Bureau: 576-8181
Telephone Area Code: 901; 501 (Arkansas)

MEAL & LODGING COSTS
Avg. Daily Lodging: $93.09
Meals: B-$6.14
L-$7.79
D-$19.47
PER DIEM
Total: $126.49
Index: 83
TAX RATES
Meals: 7.75%
Lodging: 12.75%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	Memphis	684-1777	$109-124
French Quarter Suites	Memphis	728-4000	$92-127
Holiday Inn-Airport\Graceland	Memphis	398-9211	$63-71
Holiday Inn-West Memphis	West Memphis, AR	735-4055	$49-69
Holiday Inn Crowne Plaza	Memphis	527-7300	$85-125
Marriot Courtyard	Memphis	761-0330	$68-78
Marriott Memphis	Memphis	362-6200	$125-140
Memphis Airport Hotel	Memphis	332-1130	$71-111
Omni Hotel	Memphis	684-6664	$99-114
Radisson Ridgeway	Memphis	766-4000	$79-89
Sheraton Inn-Airport	Memphis	332-2370	$75-85

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn Crowne Plaza	Memphis	527-7300	$87-117
Marriott Memphis	Memphis	362-6200	
Memphis Airport Hotel	Memphis	332-1130	
Omni Hotel	Memphis	684-6664	
The Peabody	Memphis	529-4000	$85-125
Sheraton Inn-Airport	Memphis	332-2370	$49-69

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Dux	Memphis	529-4000	M
Grisanti's	Memphis	458-2648	M
Hemmings	Germantown	757-8323	M
Justine's	Memphis	527-3815	M
Paulette's	Memphis	726-5128	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 9 mi. SE
Time: 15-20 min.
Taxi: $14.50
Limo: $6.00

DAILY AUTO RENTAL
Average Rate: $44.50

MIAMI-HIALEAH, FLA.

VITAL STATISTICS
Population: 1,963,000
Households: 701,800
Median Age: 34.4
Total EBI: $25,533,002,000
Median Hshld. EBI: $26,243
Total Retail Sales: $15,113,192,000
Buying Power Index: .7723
Chamber of Commerce: 350-7700/887-1515
Convention & Visitors Bureau: 539-3000
Telephone Area Code: 305

MEAL & LODGING COSTS
Avg. Daily Lodging: $155.23
Meals: B-$7.13
L-$10.98
D-$22.65
PER DIEM
Total: $195.99
Index: 129
TAX RATES
Meals: 6.5%
Lodging: 12.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Airport Regency	Miami	441-1600	$65-112
The Alexander	Miami Beach	865-6500	$270-540
David William	Coral Gables	445-7821	$105-115
Embassy Suites-Airport	Miami Springs	634-5000	$119-169
Fontainebleau Hilton Resort & Spa	Miami Beach	538-2000	$170-260
Hilton Airport & Marina	Miami	262-1000	$140-180
Holiday Inn-Calder/Joe Robbie Stadium	Miami	621-5801	$59-119
Holiday Inn-Lejeune Center	Miami	446-9000	$84-100
Holiday Inn-Newport Pier	Miami Beach	949-1300	$125-165
Holiday Inn-Oceanside Convention Center	Miami	534-1511	$83-115
Hotel Inter-Continental	Miami	577-1000	$169-249
Hotel Mia	Miami	871-4100	$104-149
Hotel Place St. Michel	Coral Gables	444-1666	$90-105
Hyatt Regency	Coral Gables	441-1234	$130-250
Marriott Biscayne Bay Hotel & Marina	Miami	374-3900	$145-165
Marriott Dadeland	Miami	663-1035	$144
Marriott Miami Airport	Miami	649-5000	$59-158
Omni International	Miami	374-0000	$115-165
Radisson Mart Plaza	Miami	261-3800	$110-150
Sheraton Bal Harbour	Bal Harbour	865-7511	$160-310
Sheraton Brickell Point	Miami	373-6000	$110-175
Sheraton River House-Airport	Miami	871-3800	$90-160
Sofitel-Airport	Miami	264-4888	$95-135
Sonesta Beach Hotel	Key Biscayne	361-2021	$240-280

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Biltmore Hotel	Coral Gables	445-1926	
Deauville Hotel	Miami Beach	865-8511	$59-69
Don Shula's Hotel & Golf Club	Miami Lakes	821-1150	
Doral Ocean Beach	Miami Beach	532-3600	
Doral Resort & Country Club	Miami	592-2000	
Eden Roc Resort	Miami Beach	531-0000	$60-80
Embassy Suites-Airport	Miami Springs	634-5000	
Fontainebleau Hilton Resort & Spa	Miami Beach	538-2000	$170-260
Hilton Airport & Marina	Miami	262-1000	
Hotel Inter-Continental	Miami	577-1000	
Hyatt Regency	Coral Gables	441-1234	$100-210
Hyatt Regency Miami	Miami	358-1234	$90-135
Marriott Biscayne Bay Hotel & Marina	Miami	374-3900	$99-160
Marriott Miami Airport	Miami	649-5000	
Occidental Parc Suite	Miami	374-5100	$95-105
Omni International	Miami	374-0000	
Park Plaza Hotel	Hialeah	825-1000	$59-129
Sheraton Bal Harbour	Bal Harbour	865-7511	$100-220
Sheraton Brickell Point	Miami	373-6000	
Sheraton River House-Airport	Miami	871-3800	$75-115
Sonesta Beach Hotel	Key Biscayne	361-2021	$100-255
Turnberry Isle (a Rafael Resort)	Aventura	932-6200	

MIAMI-HIALEAH, FLA. (cont.)

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Alfredo L'Oiginale Di Roma	Miami Beach	532-3600	M
Aragon Cafe	Coral Gables	441-2600	M
Cafe Chauveron	Bay Harbor Island	866-8779	M
Charade	Coral Gables	448-6077	M
Chef Allen's	Aventura	935-2900	M
The Dining Galleries	Miami Beach	538-2000	M
Le Festival	Coral Gables	442-8545	M
The Forge	Miami Beach	538-8533	M
Grand Cafe	Coconut Grove	858-9600	M
*Joe's Stone Crab	Miami Beach	673-0365	M
Louisiana	Coral Gables	445-0481	M
Mayfair Grill	Coconut Grove	441-0000	M-E
Reflections On The Bay	Miami	371-6433	M
*The Rusty Pelican	Key Biscayne	361-3818	M
Taste of Szechuan	Bay Harbor	864-0141	M-E
Il Tulipano	Miami	893-4811	M-E
Vinton's	Coral Gables	445-2511	M-E

AIRPORT-TO-CITY TRANSPORTATION
Distance: 7 mi. NW
Time: 20-30 min
Taxi: $13.00
Limo: N.A.

DAILY AUTO RENTAL
Average Rate: $27.00

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

MILWAUKEE, WISC.

VITAL STATISTICS
Population: 1,436,800
Households: 539,400
Median Age: 32.8
Total EBI: $22,621,810,000
Median Hshld. EBI: $33,549
Total Retail Sales: $11,214,996,000
Buying Power Index: .6239
Chamber of Commerce: 273-3000
Convention & Visitors Bureau:
800-231-0903/273-3950
Telephone Area Code: 414

MEAL & LODGING COSTS
Avg. Daily Lodging: $126.90
Meals: B-$6.11
L-$9.97
D-$20.42
PER DIEM
Total: $163.40
Index: 107
TAX RATES
Meals: 5.5%
Lodging: 12.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Midway Motor Lodge	Wauwatosa	774-3600	$73-96
Country Inn	Pewaukee	547-0201	$66-76
Embassy Suites-West	Brookfield	782-2900	$95-500
Grand Hotel	Milwaukee	481-8000	$57-135
Hilton Inn-Miwaukee River	Milwaukee	962-6040	$80-105
Hyatt Regency	Milwaukee	276-1234	$95-165
Pfister Hotel	Milwaukee	273-8222	$135-155
Sheraton Inn North	Brown Deer	355-8585	$75-110
Sheraton Mayfair	Wauwatosa	257-3400	$79-99
Wyndham Milwaukee Center	Milwaukee	276-8686	$146-196

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Grand Hotel	Milwaukee	481-8000	$66-137
Hyatt Regency	Milwaukee	276-1234	$79-148
Marc Plaza	Milwaukee	271-7250	$80-130
Marriott Hotel	Brookfield	786-1100	$80-100
Olympia Resort & Conference Center	Oconomowoc	567-7711	$69-99
Pfister Hotel	Milwaukee	273-8222	$85-110
Wyndham Milwaukee Center	Milwaukee	276-8686	$69-149

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Boder's on-the-River	Mequon	242-0335	M
Boulevard Inn	Milwaukee	445-4221	M
English Room	Milwaukee	273-8222	M-E
Fleur De Lis	Milwaukee	278-8030	M
Fox and Hounds	Hubertus	251-4100	M-E
Grenadier's	Milwaukee	276-0747	M
Golden Mast Inn	Okauchee	567-7047	M
John Ernst's	Milwaukee	273-1818	M
*Karl Ratzsch's	Milwaukee	276-2720	M
Pandl's in Bayside	Milwaukee	352-7300	M
Sanford	Milwaukee	276-9608	M

AIRPORT-TO-CITY-TRANSPORTATION
Distance: 7 mi. S
Time: 15-25 min.
Taxi: $15.00
Limo: $6.50

DAILY AUTO RENTAL
Average Rate: $45.25

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

MINNEAPOLIS-ST.PAUL, MINN.

VITAL STATISTICS
Population: 2,501,400
Households: 949,500
Median Age: 31.8
Total EBI: $40,156,297,000
Median Hshld. EBI: $33,773
Total Retail Sales: $20,446,928,000
Buying Power Index: 1.1126
Chamber of Commerce: 370-9132/223-5000
Convention & Visitors Bureau:
800-445-7412/348-4313/800-627-6101/297-6985
Telephone Area Code: 612

MEAL & LODGING COSTS
Avg. Daily Lodging: $104.25
Meals: B-$8.50
L-$10.03
D-$21.47
PER DIEM
Total: $144.25
Index: 95
TAX RATES
Meals: 6.5%
Lodging: 12.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western-Northwest	Brooklyn Park	566-8855	$59-89
Best Western-Thunderbird	Bloomington	854-3411	$63-76
Crown Sterling Suites	Minneapolis	333-3111	$135-175
Crown Sterling Suites	St. Paul	224-5400	$102-112
Days Inn	Brooklyn Center	566-4140	$54-74
Embassy Suites-Airport	Bloomington	854-1000	$119-129
Embassy Suites-Bloomiegton	Bloomington	884-4811	$89-135
Hilton Metrodome	Minneapolis	331-1900	$66-85
Holiday Inn-Airport	Bloomington	854-9000	$65-91
Holiday Inn-East	St. Paul	731-2220	$72-94
Holiday Inn-Metrodome	Minneapolis	333-4646	$84-104
Holiday Inn-Shoreview	Shoreview	482-0402	$58-76
Hyatt Regency	Minneapolis	370-1234	$160-200
Luxeford Hotel	Minneapolis	332-6800	$110-120
The Marquette	Minneapolis	332-2351	$145-160
Marriott City Center	Minneapolis	349-4000	$149-169
Marriott Courtyard	Mendota Heights	452-2000	$49-79
Marriott Hotel-Airport	Bloomington	854-7441	$110-120
Omni Northstar	Minneapolis	338-2288	$115-140
Plymouth Place	Plymouth	553-1600	$65-79
Radisson-St. Paul	St. Paul	292-1900	$92-107
Radisson Hotel-Minnetonka	Minnetonka	593-0000	$84-114
Radisson Hotel-South	Bloomington	835-7800	$85-116
Radisson Hotel & Conference Center	Plymouth	559-6600	$99-119
Radisson Plaza	Minneapolis	339-4900	$143
Ramada Inn-St. Paul	St. Paul	735-2330	$58-78
The Registry	Bloomington	854-2244	$100-120
Sheraton Airport	Bloomington	854-1771	$59-84
Sheraton Midway	St. Paul	642-1234	$69-89
Sheraton Park Place	Minneapolis	542-8600	$75-92
Sofitel	Bloomington	835-1900	$115-145
The Whitney	Minneapolis	339-9300	$150-160

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Northwest Inn	Brooklyn Park	566-8855	
Earle Brown Continuing Education Center	St. Paul	624-3275	
Earle Brown Heritage Center	Brooklyn Center	569-6300	
Embassy Suites-Bloomington	Bloomington	884-4811	$89-159
Hilton Airport	Bloomington	854-2100	$75-115
Hilton Metrodome	Minneapolis	331-1900	$57-75
Holiday Inn-Airport	Bloomington	854-9000	$70-106
Holiday Inn-Metrodome	Minneapolis	333-4646	$60-95
Holiday Inn-Roseville	Roseville	636-4567	$49-65
Holiday Inn-St. Paul Center	St. Paul	291-8800	
Hyatt Regency	Minneapolis	370-1234	
The Marquette	Minneapolis	332-2351	$80-150
Marriott City Center	Minneapolis	349-4000	$79-159
Marriott Hotel Airport	Bloomington	854-7441	$55-109
Marriott Southwest	Minnetonka	935-5500	$58-145
Normandy Inn	Minneapolis	370-1400	
Northland Inn	Brooklyn Park	536-8300	$89-145
Omni Northstar	Minneapolis	338-2288	$69-155
Park Inn International	Minneapolis	332-0371	$56-90
Radisson-St. Paul	St. Paul	292-1900	$75-90
Radisson Hotel-Minnetonka	Minnetonka	593-0000	$65-90
Radisson Hotel-South	Bloomington	835-7800	

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Radisson Metrodome	Minneapolis	379-8888	
Ramada Inn-St. Paul	St. Paul	735-2330	$58-78
The Registry	Bloomington	854-2244	$80-90
Riverwood Conference Center	Monticello	441-6833	$49-109
St. Paul Civic Center	St. Paul	224-7361	
The Scanticon	Plymouth	559-6600	
Sheraton Airport	Bloomington	854-1771	$49-69
Sheraton Park Place	Minneapolis	542-8600	$65-85
Sofitel	Bloomington	835-1900	$89-139

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*Eddie Webster's	Bloomington	854-4056	
510	Minneapolis	874-6440	M-E
Forepaugh's	St. Paul	224-5606	M
Goodfellow's	Minneapolis	332-4800	M
Jax Cafe	Minneapolis	789-7297	M
Kincaid's	Bloomington	921-2255	M
Lord Fletcher's of the Lake	Spring Park	471-8513	M
Lowell Inn	Stillwater	439-1100	M
*Murray's	Minneapolis	339-0909	M
Venetian Inn	St. Paul	484-7215	M
Willow's	Minneapolis	370-1234	M
Windows on Minnesota	Minneapolis	349-6250	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 13 mi. SE
Time: 20-30 min.
Taxi: $18.00
Limo: $7.50

DAILY AUTO RENTAL

Average Rate: $48.50

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

NASHVILLE, TENN.

VITAL STATISTICS

Population: 997,500
Households: 380,500
Median Age: 32.5
Total EBI: $14,218,795,000
Median Hshld. EBI: $28,687
Total Retail Sales: $7,838,318,000
Buying Power Index: .4131
Chamber of Commerce: 259-4755
Convention & Visitors Bureau: 259-4730
Telephone Area Code: 615

MEAL & LODGING COSTS

Avg. Daily Lodging: $103.94
Meals: B-$6.85
L-$13.10
D-$25.92

PER DIEM

Total: $145.66
Index: 96

TAX RATES

Meals: 7.75%
Lodging: 11.75%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Doubletree Hotel	Nashville	244-8200	$99-134
Garden Plaza	Murfreesboro	895-5555	$60-75
Guest Quarters	Nashville	889-8889	$99-165
Hilton Suites-Brentwood	Brentwood	370-0111	$96-106
Holiday Inn	Franklin	794-7591	$50-65
Holiday Inn	Murfreesboro	896-2420	$50-80
Holiday Inn Crowne Plaza	Nashville	259-2000	$95-115
Loews Vanderbilt Plaza	Nashville	320-1700	$105-145
Marriott Courtyard-Airport	Nashville	883-9500	$72-82
Marriott Nashville	Nashville	889-9300	$105-132
Maxwell House (a Clarion Hotel)	Nashville	259-4343	$79-114
Opryland Hotel	Nashville	889-1000	$149-179
Park Suites	Nashville	871-0033	$104-119
Ramada Inn-Airport	Nashville	361-0102	$42-65
Sheraton-Music City	Nashville	885-2200	$99-150
Stouffer Nashville	Nashville	255-8400	$129-159
Union Station	Nashville	726-1001	$60-150

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Doubletree Hotel	Nashville	244-8200	$59-109
Embassy Suites-Airport	Nashville	871-0033	$85-109
Hyatt Regency	Nashville	259-1234	
Loews Vanderbilt Plaza	Nashville	320-1700	$85-120
Marriott Nashville	Nashville	889-9300	
Maxwell House (a Clarion Hotel)	Nashville	259-4343	
Opryland Hotel	Nashville	889-1000	
Ramada Inn-Airport	Nashville	361-0102	$34-42
Sheraton-Music City	Nashville	885-2200	$79-120
Stouffer Nashville	Nashville	255-8400	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Arthur's	Nashville	255-1494	M-E
F Scott's	Nashville	269-5861	M
Julian's	Nashville	327-2412	M
Mario's	Nashville	327-3232	M
Maude's Courtyard	Nashville	320-0543	M
The Merchants	Nashville	254-1892	M
Sperry's	Nashville	353-0809	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. SE
Time: 15-45 min.
Taxi: $13.00
Limo: $8.00

DAILY AUTO RENTAL

Average Rate: $40.00

NASSAU-SUFFOLK, N.Y.

VITAL STATISTICS

Population: 2,616,200
Households: 858,500
Median Age: 35.1
Total EBI: $53,772,777,000
Median Hshld. EBI: $49,494
Total Retail Sales: $26,160,167,000
Buying Power Index: 1.4095
Chamber of Commerce: 499-4400
Convention & Visitors Bureau:
800-441-4601/794-4222
Telephone Area Code: 516

MEAL & LODGING COSTS

Avg. Daily Lodging: $130.00
Meals: B-$8.44
L-$13.19
D-$25.64

PER DIEM

Total: $177.27
Index: 116

TAX RATES

Meals: 8-8.5%
Lodging: 13.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
East Norwich Inn	East Norwich	922-1500	$105-120
Hampton Maid	Hampton Bays	728-4166	$90-110
Hilton Huntington	Melville	845-1000	$159-179
Island Inn	Westbury	228-9500	$99-120
Marriott-Long Island	Uniondale	794-3800	$155-185
Radisson Islandia	Hauppauge	232-3000	$109-129

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Garden City Hotel	Garden City	747-3000	$160-200
Harrison Conference Center	Glen Cove	671-6400	
Hilton Huntington	Melville	845-1000	
Marriott-Long Island	Uniondale	794-3800	$80-140
Marriott Wind Watch Hotel	Hauppauge	232-9800	$105-145
Montauk Yacht Club & Inn	Star Island	668-3100	$69-185
Radisson Plaza Hotel	Melville	755-4000	
Sheraton Smithtown	Smithtown	231-1100	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Amato's	Amityville	598-2229	M-E
Arturo's	Bellerose	352-7418	M
Bryant & Cooper Steak House	Roslyn	627-7270	M
La Bussola Piccola	Westbury	333-1335	M
Cafe Girasole	East Norwich	624-8330	M
Capriccio	Jericho	931-2727	M-E
La Coquille	Manhasset	365-8422	M-E
Coyote Grill	Island Park	889-8009	M
Due Torri	Hauppauge	435-8664	M
L'Endroit	Roslyn	621-6630	M
George Washington Manor	Roslyn	621-1200	M
Georgio	Garden City	747-3056	M
John Peel	Westbury	228-8430	M
Lincoln Inn	Rockville Centre	536-6022	M
Maidstone Arins	East Hampton	324-5006	M
La Marmite	Williston Park	746-1243	M
La Mascotte	Commack	499-6446	M-E
Mill River Inn	Oyster Bay	922-7768	M-E
Nick & Toni's	East Hampton	324-3550	M
Orchid	Garden City	742-1116	M
La Pace	Glen Cove	671-2970	M
Riverview	Oakdale	589-2694	M
Ross' North Fork	Southhold	765-2111	M
Sapore di Mare	Wainscott	537-2764	M-E
1770 House	East Hampton	324-1770	M-E
Steve's Pier 1	Bayville	628-2153	M
Veranda	Glen Cove	759-0394	M
Westbury Manor	Westbury	333-7117	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: (Distances, times, and
Time: rates vary widely, depending
Taxi: on airport—JFK, LaGuardia, or
Limo: MacArthur—and destination.)

DAILY AUTO RENTAL

Average Rate: $41.73

NEW HAVEN-WATERBURY-MERIDEN, CONN.

VITAL STATISTICS

Population: 807,900
Households: 306,200
Median Age: 34.3
Total EBI: $13,570,874,000
Median Hshld. EBI: $34,699
Total Retail Sales: $6,487,372,000
Buying Power Index: .3660
Chamber of Commerce: 787-6735/757-0701/235-7901
Convention & Visitors Bureau: 800-937-6428/777-8550/597-9527
Telephone Area Code: 203

MEAL & LODGING COSTS

Avg. Daily Lodging: $95.17
Meals: B-$6.36
L-$9.49
D-$19.85

PER DIEM

Total: $130.87
Index: 86

TAX RATES

Meals: 6.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Heritage Inn	Southbury	264-8200	$110-125
Marriott Courtyard	Wallingford	284-9400	$79-89
Ramada Inn	Meriden	238-2380	$70-99

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Heritage Inn	Southbury	265-8200	
Park Plaza Hotel	New Haven	772-1700	$65-85
Sheraton Waterbury	Waterbury	573-1001	$60-85

RESTAURANTS**

NAME	CITY	PHONE	PRICE CODE
Casagrande's	Wallingford	265-4065	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3.5 mi. SE
Time: 15 min.
Taxi: $3.00
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $41.67

NEW ORLEANS, LA.

VITAL STATISTICS

Population: 1,236,300
Households: 454,000
Median Age: 31.8
Total EBI: $15,171,433,000
Median Hshld. EBI: $25,409
Total Retail Sales: $9,782,747,000
Buying Power Index: .4778
Chamber of Commerce: 527-6900
Convention & Visitors Bureau: 566-5040
Telephone Area Code: 504

MEAL & LODGING COSTS

Avg. Daily Lodging: $143.64
Meals: B-$7.61
L-$11.98
D-$24.91

PER DIEM

Total: $188.14
Index: 123

TAX RATES

Meals: 9.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Clarion New Orleans	New Orleans	522-4500	$95-151
Dauphine Orleans	(French Quarter)	586-1800	$100-130
Fairmont Hotel	New Orleans	529-7111	$125-195
Hilton Airport	Kenner	469-5000	$98-129
Hilton Riverside & Towers	New Orleans	561-0500	$165-205
Holiday Inn-Airport	Kenner	467-5611	$65-91
Holiday Inn-Château le Moyne	(French Quarter)	581-1303	$95-140
Holiday Inn Crowne Plaza	New Orleans	525-9444	$100-160
Hyatt Regency	New Orleans	561-1234	$155-175
Maison Dupuy	(French Quarter)	586-8000	$105-150
Le Meridien	New Orleans	525-6500	$150-240
Le Pavillon	New Orleans	581-3111	$89-99
Pontchartrain	New Orleans	524-0581	$125-180
Le Richelieu	(French Quarter)	529-2492	$80-115
Royal Sonesta	(French Quarter)	586-0300	$125-240
Sheraton New Orleans	New Orleans	525-2500	$119-180
Westin Canal Place	New Orleans	566-7006	$175-255
Windsor Court	New Orleans	523-6000	$175-195

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Clarion New Orleans	New Orleans	522-4500	$91-143
Doubletree Hotel	New Orleans	581-1300	$92-150
Fairmont Hotel	New Orleans	529-7111	$69-149
Hilton Airport	Kenner	469-5000	$89-109
Hilton Riverside & Towers	New Orleans	561-0500	
Hotel Inter-Continental	New Orleans	525-5566	$90-145
Hyatt Regency	New Orleans	561-1234	
Landmark Hotel	Metairie	888-9500	
Marriott New Orleans	New Orleans	581-1000	$79-210
Meridien	New Orleans	525-6500	
~~Monteleone~~	(French Quarter)	523-3341	
Omni Royal Orleans	(French Quarter)	529-5333	
Royal Sonesta Hotel	(French Quarter)	586-0300	$120-225
Sheraton New Orleans	New Orleans	525-2500	
Westin Canal Place	New Orleans	566-7006	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Andrea's	Metairie	834-8583	M
*Antoine's	(French Quarter)	581-4422	M-E
*Arnaud's	(French Quarter)	523-5433	M-E
*Brennan's	(French Quarter)	525-9711	M-E
Brigtsen's	New Orleans	861-7610	M
Broussard's	(French Quarter)	581-3866	M
Christian's	New Orleans	482-4924	M
*Commander's Palace	New Orleans	899-8221	M-E
*Court of Two Sisters	(French Quarter)	522-7261	M
Crozier's Restaurant Francais	Metairie	833-8108	M
Emeril's	New Orleans	528-9393	M
Gautreau's	New Orleans	899-7397	M
Grill Room	New Orleans	523-6000	M-E
*K-Paul's Louisianu Kitchen	(French Quarter)	542-7394	M-E
Moran's Riverside	(French Quarter)	529-1583	M
Mr. B.'s Bistro	(French Quarter)	523-2078	M
*Pascal's Manale	New Orleans	895-4877	M-E
La Provence	Lacombe	626-9598	M
Rib Room	(French Quarter)	529-7045	M
La Riviera	Metairie	886-6238	M
*Ruth's Chris Steak House	New Orleans	888-3600	M-E
Santa Fe	New Orleans	944-6854	M
Sazerac	New Orleans	529-7111	M-E
Trey Yuen	Mandeville	626-4476	M
The Veranda	New Orleans	525-5566	M
Versailles	New Orleans	524-2535	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 14 mi. W
Time: 30-40 min.
Taxi: $18.00
Limo: $7.00

DAILY AUTO RENTAL

Average Rate: $45.25

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

NEW YORK, N.Y.

VITAL STATISTICS

Population: 8,592,100
Households: 3,270,500
Median Age: 34.1
Total EBI: $137,187,875,000
Median Hshld. EBI: $27,895
Total Retail Sales: $49,319,353,000
Buying Power Index: 3.4639
Chamber of Commerce: 493-7400
Convention & Visitors Bureau: 484-1200
Telephone Area Code: 212 (Bronx Manhattan); 718 (Brooklyn & Queens)

MEAL & LODGING COSTS

Avg. Daily Lodging: $227.50
Meals: B-$11.86
L-$18.98
D-$36.53

PER DIEM

Total: $294.8
Index: 194

TAX RATES

Meals: 8.25%
Lodging: 19.2

HOTELS/MOTELS

NAME	BOROUGH	PHONE	RATES
Algonquin	Manhattan	840-6800	$160-180
Beekman Towers	Manhattan	355-7300	$190-220
Doral Court	Manhattan	685-1100	$160-205
Doral Park Avenue	Manhattan	687-7050	$165-215
Doral Tuscany	Manhattan	686-1600	$195-220
Drake Swissôtel	Manhattan	421-0900	$215-270
Grand Hyatt	Manhattan	883-1234	$210-280
Helmsley Park Lane	Manhattan	371-4000	$195-285
Hilton & Towers-Rockefeller Center	Manhattan	586-7000	$210-275
Holiday Inn Crowne Plaza-LaGuardia	Queens	457-6300	$150-200
Hotel Inter-Continental	Manhattan	755-5900	$195-275
Hotel Macklowe	Manhattan	768-4400	$190-210
The Mark	Manhattan	744-4300	$250-295
Marriott Financial Center	Manhattan	385-4900	$225-245
Marriott LaGuardia	Queens	565-8900	$165-175
Marriott Marquis	Manhattan	398-1900	$220-270
Morgans	Manhattan	686-0300	$160-235
New York Helmsley	Manhattan	490-8900	$180-255
Omni Berkshire Place	Manhattan	753-5800	$220-275
The Paramount	Manhattan	764-5500	$90-190
Rhiga Royal Hotel	Manhattan	307-5000	$260-390
Ritz-Carlton	Manhattan	757-1900	$190-370
The Royalton	Manhattan	869-4400	$195-370
Shelburne Murray Hill	Manhattan	689-5200	$175-350
Sheraton Park Avenue	Manhattan	685-7676	$195-285
Westbury	Manhattan	535-2000	$240-290

MEETING SITES/CONFERENCE CENTERS

NAME	BOROUGH	PHONE	GROUP RATES
Crowne Plaza Manhattan	Manhattan	977-4000	$125-195
Doral Inn	Manhattan	755-1200	
Drake Swissôtel	Manhattan	421-0900	$145-265
Grand Hyatt	Manhattan	883-1234	$150-230
Hilton & Towers-Rockefeller Center	Manhattan	586-7000	
Holiday Inn-JFK Airport	Queens	659-0200	$99-130
Holiday Inn Crowne Plaza-LaGuardia	Queens	457-6300	
Hotel Inter-Continental	Manhattan	755-5900	$180-255
Hotel Macklowe	Manhattan	768-4400	
Loews Summit	Manhattan	752-7000	$99-184
Marriott East Side	Manhattan	755-4000	$140-195
Marriott LaGuardia	Queens	565-8900	
Marriott Marquis	Manhattan	398-1900	
Nikko Essex House	Manhattan	247-0300	
Omni Park Central	Manhattan	247-8000	
Pennsylvania Hotel	Manhattan	736-5000	
The Plaza	Manhattan	759-3000	
Plaza-JFK Airport	Queens	659-6000	
Rhiga Royal Hotel	Manhattan	307-5000	$225-405
Roosevelt Hotel	Manhattan	661-9600	$85-115
Sheraton Hotel & Towers	Manhattan	581-1000	
Sheraton Manhattan	Manhattan	581-3300	$135-165
Vista Hotel	Manhattan	938-9100	$100-245
Waldorf Astoria	Manhattan	355-3000	$225-375

RESTAURANTS

NAME	BOROUGH	PHONE	PRICE CODE
Adrienne	Manhattan	247-2200	M
Alison on Dominick Street	Manhattan	727-1188	M
Ambassador Grill	Manhattan	702-5014	M
Amerigo's	Bronx	792-3600	M
An American Place	Manhattan	684-2122	M
Aquavit	Manhattan	307-7311	M-E
Arcadia	Manhattan	223-2900	M-E
Arqua	Manhattan	334-1888	M
Auntie Yuan	Manhattan	744-4040	M-E
Aureole	Manhattan	319-1660	M
Le Bernardin	Manhattan	489-1515	E
Bouley	Manhattan	608-3852	E
Box Tree	Manhattan	758-8320	E
Bull & Bear	Manhattan	872-4900	M
Cafe Des Artistes	Manhattan	877-3500	M
Cafe Pierre	Manhattan	940-8185	M-E
Capsouto Freres	Manhattan	966-4900	M
La Caravelle	Manhattan	586-4252	M-E
Carlyle Restaurant	Manhattan	744-1600	M
The Cellar in the Sky	Manhattan	938-1111	E
Chanterelle	Manhattan	966-6960	E
Le Chantilly	Manhattan	751-2931	M-E
Chin Chin	Manhattan	888-4555	M
*Christ Cella	Manhattan	697-2479	E
Le Cirque	Manhattan	794-9292	M-E
La Cité	Manhattan	586-4252	M
Coach House	Manhattan	777-0303	M-E
La Colonibe D'or	Manhattan	689-0666	M
La Cote Basque	Manhattan	688-6525	E
Le Cygne	Manhattan	759-5941	E
Edwardian Room	Manhattan	546-5310	M-E
Felidia	Manhattan	758-1479	M
540 Park	Manhattan	759-4100	M
*The Four Seasons	Manhattan	754-9494	M-E
*Gallagher's Steak House	Manhattan	245-5336	M-E
Girafe	Manhattan	752-3054	M
Gotham Bar & Grill	Manhattan	620-4020	M
Hudson River Club	Manhattan	786-1500	M-E
Jockey Club	Manhattan	757-1900	M-E
Laurent	Manhattan	753-2729	M
Lutèce	Manhattan	752-2225	E
Manhattan Ocean Club	Manhattan	371-7777	M
Michael's	Manhattan	767-0555	M
Mitsukoshi	Manhattan	935-6444	M-E
Mon Cher Ton Ton	Manhattan	223-7575	E
Mondrian	Manhattan	935-3434	E
Il Monello	Manhattan	535-9310	M
Montrachet	Manhattan	219-2777	M-E
Il Nido	Manhattan	753-8450	M-E
One If By Land	Manhattan	228-0822	M
*The Oyster Bar at Grand Central Station	Manhattan	490-6650	M
Palio	Manhattan	245-4850	M-E
*The Palm	Manhattan	687-2953	M
Palm Court	Manhattan	546-5350	M
Parioli Romanissimo	Manhattan	288-2391	M-E
Park Side	Queens	271-9274	M
Le Perigord	Manhattan	755-6244	E
*Peter Luger's	Brooklyn	387-7400	M-E
Petrossian	Manhattan	245-2214	E
Piccola Venezia	Queens	721-8470	M-E
Polo	Manhattan	535-9141	M-E
Post House	Manhattan	935-2888	M
Primavera	Manhattan	861-8608	M
Rainbow Room	Manhattan	632-5000	M-E
Raoul's Brasserie	Manhattan	929-1630	M
Raphael	Manhattan	582-8993	M
Le Refuge	Manhattan	861-4505	M
Le Regence	Manhattan	606-4647	E
Remi	Manhattan	581-4242	M
Rendez-Vous	Manhattan	753-5970	M
Rene Pujol	Manhattan	246-3023	M
La Reserve	Manhattan	247-2993	E
Restaurant Lafayette	Manhattan	832-1565	E
The River Cafe	Brooklyn	522-5200	M-E
*Russian Tea Room	Manhattan	265-0947	M-E
San Domenico	Manhattan	265-5959	M-E
Sea Grill	Manhattan	246-9201	M-E
Shun Lee	Manhattan	595-8895	M
Sign of the Dove	Manhattan	861-8080	E
*Smith & Wollensky	Manhattan	753-1530	M
Sparks Steak House	Manhattan	687-4855	M
The Stanhope Dining Room	Manhattan	288-5800	M
Shun Lee Palace	Manhattan	371-8844	M
*Tavern on the Green	Manhattan	873-3200	M
The Terrace	Manhattan	666-9490	M
Time & Again	Manhattan	685-8887	M
Tre Scalini	Manhattan	688-6888	M
Le Trianon	Manhattan	888-7000	M-E
"21" Club	Manhattan	582-7200	M-E
Union Square Cafe	Manhattan	243-4020	M
The View	Manhattan	704-8900	M
Water's Edge	Queens	482-0033	M-E
*Windows on the World	Manhattan	938-1111	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: Kennedy-15 mi. SE
LaGuardia-8 mi. NE
Newark-16 mi. SW

Time: Kennedy-35-60 min.
LaGuardia-20-40 min.
Newark-30-45 min.

Taxi: Kennedy-$27.00
LaGuardia-$17.00
Newark-$28.50

Limo: Kennedy-$11.00
LaGuardia-$8.50
Newark-$7.00

DAILY AUTO RENTAL

Average Rate: $78.00

Notes: New York City is divided into five boroughs—the Bronx, Brooklyn, Manhattan, Queens, and Staten Island. Listings of Hotels/Motels, Meeting Sites/Conference Centers, and Restaurants are followed by the appropriate borough. In the Restaurant listings an asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

NEWARK, N.J.

VITAL STATISTICS

Population: 1,822,700
Households: 651,400
Median Age: 34.5
Total EBI: $34,974,284,000
Median Hshld. EBI: $40,296
Total Retail Sales: $13,633,002,000
Buying Power Index: .8715
Chamber of Commerce: 242-6237
Convention & Visitors Bureau: 622-7066
Telephone Area Code: 201; 908 (Elizabeth)

MEAL & LODGING COSTS

Avg. Daily Lodging: $139.00
Meals: B-$7.00
L-$9.72
D-$25.92

PER DIEM
Total: $181.64
Index: 119

TAX RATES
Meals: 7.0%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	Parsippany	334-1400	$129-159
Governor Morris Hotel & Conference Center	Morristown	539-7300	$125-155
Headquarters Plaza	Morristown	898-9100	$135-165
Hilton Gateway & Towers	Newark	622-5000	$119-165
Hilton Parsippany	Parsippany	267-7373	$135-185
Madison Hotel	Convent Station	285-1800	$140-160
Marriott Courtyard	Newark	643-8500	$99-109
Marriott Hanover	Whippany	538-8811	$69-160
Marriott Newark Airport	Newark	623-0006	$159-184
Radisson-Airport	Newark	690-5500	$139-170
Sheraton Hotel	Mount Arlington	770-2000	$86-110
Sheraton Tara	Parsippany	515-2000	$120-160
Vista-Airport	Elizabeth	351-3900	$109-169

NEWARK, N.J. (cont.)

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton at Short Hills	Short Hills	379-0100	$145-200
Hilton Gateway & Towers	Newark	622-5000	
Holiday Inn-Jetport	Elizabeth	355-1700	
Holiday Inn-North	Newark	589-1000	$63-93
Marriott Newark Airport	Newark	623-0006	
Radisson-Airport	Newark	690-5500	$75-149
Sheraton Newark Airport	Elizabeth	527-1600	
Vista-Airport	Elizabeth	351-3900	$125-165

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
L'Affaire	Mountainside	232-4454	M
Le Delice	Whippany	884-2727	M-E
The Dining Room	Short Hills	379-0100	E
40 Main Street	Millburn	376-4444	M-E
Highlawn Pavillion	West Orange	731-3463	M
Llewellyn Farms	Morris Plains	538-4323	M
*The Manor	West Orange	731-2360	M-E
*Spanish Tower	Newark	589-9551	
Tower Steak House	Mountainside	233-5542	M
Villa D'Este	Cedar Grove	256-1900	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi. S
Time: 15 min.
Taxi: $12.00
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $54.75

Note: An asterisk(*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA.

VITAL STATISTICS

Population: 1,419,400
Households: 502,200
Median Age: 29.9
Total EBI: $18,355,870,000
Median Hshld. EBI: $27,790
Total Retail Sales: $10,395,293,000
Buying Power Index: .5479
Chamber of Commerce: 622-2312/490-1221/766-2000
Convention & Visitors Bureau: 800-368-3097/441-5266/437-4700/722-1222
Telephone Area Code: 804

MEAL & LODGING COSTS

Avg. Daily Lodging: $98.13
Meals: B-$5.60
L-$7.79
D-$20.71

PER DIEM
Total: $132.23
Index: 87

TAX RATES
Meals: 4.5%
Lodging: 9.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Cavalier Resort Hotel	Virginia Beach	425-8555	$80-150
Fort Magruder Inn & Conference Center	Williamsburg	220-2250	$64-112
Hilton Airport	Norfolk	466-8000	$75-129
Hilton Inn	Virginia Beach	428-8935	$126-149
Hilton Inn	Williamsburg	220-2500	$83-138
Holiday Inn-Chesapeake	Chesapeake	523-1500	$66-78
Holiday Inn-Downtown	Williamsburg	229-0200	$99-104
Holiday Inn-Hampton	Hampton	838-0200	$68-78
Holiday Inn-Newport News	Newport News	826-4500	$52-74
Holiday Inn-Waterfront	Portsmouth	393-2573	$70-87
Holiday Inn Executive Center	Virginia Beach	499-4400	$70-86
Holiday Inn on the Ocean	Virginia Beach	428-1711	$45-130
Marriott Courtyard	Hampton	838-3300	$64-74
Marriott Courtyard	Virginia Beach	490-2002	$70-80
Omni International	Norfolk	622-6664	$89-154
Omni Newport News	Newport News	873-6664	$89-99
Omni Virginia Beach	Virginia Beach	473-1700	$99-109
Radisson Hampton	Hampton	727-9700	$78-109
Radisson Virginia Beach	Virginia Beach	422-8900	$68-125
Ramada Inn-Newport News	Newport News	599-4460	$45-65
Ramada Oceanside Tower	Virginia Beach	428-7025	$105-130
Virginia Beach Resort & Conference Center	Virginia Beach	481-9000	$119-224
Williamsburg Hospitality House	Williamsburg	229-4020	$109-119
Williamsburg Lodge	Williamsburg	229-1000	$95-179

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Patrick Henry Inn	Williamsburg	229-9450	
Cavalier Resort Hotel	Virginia Beach	425-8555	$50-110
Chamberlin Hotel	Fort Monroe	723-6511	
Colonial Williamsburg Inn	Williamsburg	220-7600	
Fort Magruder Inn & Conference Center	Williamsburg	220-2250	$45-105
Founders Inn	Virginia Beach	424-5511	
Hampton Coliseum	Hampton	838-5650	$55-85
Hilton Airport	Norfolk	466-8000	$50-85
Hilton & National Conference Center	Williamsburg	220-3500	$70-138
Holiday Inn Executive Center	Virginia Beach	499-4400	
Holiday Inn Waterside	Norfolk	627-5555	$45-75
Kingsmill Resort & Conference Center	Williamsburg	253-1703	
Marriott Waterside	Norfolk	627-4200	
Omni International	Norfolk	622-6664	
Omni Newport News	Newport News	873-6664	$50-85
Radisson Virginia Beach	Virginia Beach	422-8900	$39-110
Sheraton Inn	Virginia Beach	425-9000	$39-155
Virginia Beach Resort & Conference Center	Virginia Beach	481-9000	$50-116
Williamsburg Hospitality House	Williamsburg	229-4020	$50-130

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Le Chambord	Virginia Beach	498-1234	M
Le Charlieu	Norfolk	623-7202	M
Ford's Colony Country Club	Williamsburg	565-4100	M
Lockhart's Seafood Restaurant	Norfolk	588-0405	M
Regency Room	Williamsburg	229-2141	M
Ship's Cabin	Norfolk	480-2526	M
Le Yaca	Williamsburg	220-3616	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 6 mi. NE
Time: 15-25 min.
Taxi: $15.00
Limo: $7.50

DAILY AUTO RENTAL

Average Rate: $44.25

OAKLAND, CAL.

VITAL STATISTICS

Population: 2,111,700
Households: 790,900
Median Age: 33.3
Total EBI: $38,360,531,000
Median Hshld. EBI: $38,096
Total Retail Sales: $16,201,188,000
Buying Power Index: .9854
Chamber of Commerce: 874-4800
Convention & Visitors Bureau: 800-202-5526/839-9000
Telephone Area Code: 510

MEAL & LODGING COSTS

Avg. Daily Lodging: $119.87
Meals: B-$7.79
L-$13.13
D-$21.03

PER DIEM
Total: $161.92
Index: 106

TAX RATES
Meals: 8.25%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western-Lafayette Park	Lafayette	283-3700	$125-175
Claremont Resort Hotel	Oakland	843-3000	$165-250
Hilton at the Club	Pleasanton	463-8000	$60-100
Hilton Concord	Concord	827-2000	$94-140
Hilton Newark/Fremont	Newark	490-8390	$88-119
Hilton Oakland Airport	Oakland	635-5000	$105-145
Holiday Inn-Pleasanton	Pleasanton	847-6000	$76-105
Lake Merritt Hotel	Oakland	832-2300	$79-149
Marriott Berkeley Marina	Berkeley	548-7920	$155-165
Marriott Courtyard	Fremont	656-1800	$72-82
Marriott Courtyard	Pleasanton	463-1414	$79-89
Marriott San Ramon	San Ramon	867-9200	$121-131
Parc Oakland Hotel	Oakland	451-4000	$105-150
Sheraton Hotel & Conference Center	Concord	825-7700	$80-135
Sheraton Inn	Pleasanton	460-8800	$80-110
Waterfront Plaza	Oakland	836-3800	$135-175

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Claremont Resort Hotel	Oakland	843-3000	
Clarion Oakland Airport	Oakland	562-6100	$60-129
Doubletree Hotel	Walnut Creek	934-2000	$85-115
Hilton at the Club	Pleasanton	463-8000	$79-129
Hilton Concord	Concord	827-2000	$59-111
Hilton Newark/Fremont	Newark	490-8390	$67-114
Hilton Oakland Airport	Oakland	635-5000	$95-120
Holiday Inn-Concord	Concord	687-5500	$45-85
Marriott Berkeley Marina	Berkeley	548-7920	$85-115
Sheraton Hotel & Conference Center	Concord	825-7700	$60-95
Sheraton Inn	Pleasanton	460-8800	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Chez Panisse	Berkeley	548-5525	M
Chef Paul's	Oakland	547-2175	M-E
Pandanus	Concord	827-2000	M
Restaurant Metropole	Berkeley	848-3080	M
Rue de Main	Hayward	537-0812	M
Santa Fe Bar & Grill	Berkley	841-4740	M
Trader Vic's	Emeryville	653-3400	M
Wente Bros. Wine Cellars	Livermore	447-3696	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 11 mi. SE
Time: 35-45 min.
Taxi: $16.50
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $39.75

OKLAHOMA CITY, OKLA.

VITAL STATISTICS

Population: 962,100
Households: 369,000
Median Age: 32.0
Total EBI: $11,560,705,000
Median Hshld. EBI: $23,803
Total Retail Sales: $7,262,762,000
Buying Power Index: .3662
Chamber of Commerce: 278-8900
Convention & Visitors Bureau:
800-225-5652/278-8912
Telephone Area Code: 405

MEAL & LODGING COSTS

Avg. Daily Lodging: $79.50
Meals: B-$5.78
L-$9.84
D-$20.71

PER DIEM

Total: $115.83
Index: 76

TAX RATES

Meals: 7.38%
Lodging: 9.38%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Saddleback Inn	Oklahoma City	947-7000	$54-61
Embassy Suites	Oklahoma City	682-6000	$84-110
Hilton West	Oklahoma City	947-7681	$54-84
Holiday Inn-Airport West	Oklahoma City	942-8511	$55-76
Marriott Courtyard	Oklahoma City	946-6500	$65-75
Marriott Oklahoma City	Oklahoma City	842-6633	$115-135
Sheraton Norman	Norman	364-2882	$55-90

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Northwest	Oklahoma City	848-4811	$55-109
Hilton West	Oklahoma City	947-7681	$46-66
Holiday Inn-Airport West	Oklahoma City	942-8511	
Lincoln Plaza Hotel & Conference Center	Oklahoma City	528-2741	$65-85
Marriott Oklahoma City	Oklahoma City	842-6633	
Waterford Hotel	Oklahoma City	848-4782	$79-85

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Eagle's Nest	Oklahoma City	840-5655	M
Eddy's of Oklahoma City	Oklahoma City	787-2944	M
Luciano's	Norman	366-1800	M
Michael's Supper Club	Oklahoma City	842-5464	M-E
Waterford	Oklahoma City	848-4782	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 11 mi. SW
Time: 20 min.
Taxi: $12.00
Limo: $6.00

DAILY AUTO RENTAL

Average Rate: $45.50

OMAHA, NEB.

VITAL STATISTICS

Population: 621,300
Households: 233,600
Median Age: 31.6
Total EBI: $9,527,428,000
Median Hshld. EBI: $31,166
Total Retail Sales: $4,700,401,000
Buying Power Index: .2635
Chamber of Commerce: 346-5000
Convention & Visitors Bureau:
800-332-1819/444-4660
Telephone Area Code: 402

MEAL & LODGING COSTS

Avg. Daily Lodging: $100.83
Meals: B-$5.22
L-$9.40
D-$14.31

PER DIEM

Total: $129.86
Index: 85

TAX RATES

Meals: 6.5%
Lodging: 11.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western New Tower	Omaha	393-5500	$44-57
Embassy Suites	Omaha	397-5141	$99-109
Marriott Omaha	Omaha	399-9000	$108-130
Radisson Omaha	Omaha	342-1500	$118-225
Ramada Central	Omaha	397-7030	$70-80
Red Lion Inn	Omaha	346-7600	$99-124
Sheraton Inn-Southwest	Omaha	895-1000	$60-90

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn-Central	Omaha	393-3950	$50-74
Marriott Omaha	Omaha	399-9000	$60-102
Red Lion Inn	Omaha	346-7600	$60-110

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Aquarium	Omaha	392-0777	M
Le Cafe de Paris	Omaha	344-0227	M-E
Di Coppia	Omaha	392-2807	M
French Cafe	Omaha	341-3547	M
Imperial Palace	Omaha	330-3888	M
Maxine's	Omaha	346-7600	M-E
Neon Goose	Omaha	341-2063	M
Salvatore's	Omaha	553-1976	M
La Strada	Omaha	397-8389	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. NE
Time: 5-10 min.
Taxi: $5.50
Limo: $5.50

DAILY AUTO RENTAL

Average Rate: $47.50

ORLANDO, FLA.

VITAL STATISTICS

Population: 1,104,800
Households: 414,100
Median Age: 32.3
Total EBI: $15,279,293,000
Median Hshld. EBI: $28,067
Total Retail Sales: $9,895,768,000
Buying Power Index: .4708
Chamber of Commerce: 425-1234
Convention & Visitors Bureau: 363-5800
Telephone Area Code: 407

MEAL & LODGING COSTS

Avg. Daily Lodging: $135.36
Meals: B-$7.67
L-$12.20
D-$22.42

PER DIEM

Total: $177.65
Index: 117

TAX RATES

Meals: 6.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Mount Vernon Inn	Winter Park	647-1166	$67-86
Buena Vista Palace	Lake Buena Vista	827-2727	$145-240
Delta Orlando Resort	Orlando	351-3340	$140-160
Embassy Suites Resort	Lake Buena Vista	239-1144	$185-225
The Enclave	Orlando	351-1330	$99-160
Grosvenor Resort	Lake Buena Vista	828-4444	$110-175
Guest Quarters Suite Resort	Lake Buena Vista	934-1000	$200-280
Hilton & Towers	Altamonte Springs	830-1985	$124-139
Hilton at Walt Disney World	Lake Buena Vista	827-4000	$155-230
Holiday Inn-Lake Buena Vista	Lake Buena Vista	239-4500	$106-138
Holiday Inn-University	Orlando	275-9000	$75-95
Hyatt Orlando	Kissimmee	396-1234	$89-119
Marriott Courtyard	Orlando	240-7200	$92-102
Marriott Orlando	Orlando	351-2420	$100-130
Marriott Orlando Airport	Orlando	851-9000	$99-162
Omni International	Orlando	843-6664	$140-175
Park Plaza Hotel	Winter Park	647-1072	$75-135
Park Suite Hotel	Altamonte Springs	834-2400	$125-170
Park Suite Hotel	Orlando	352-1400	$115-155
Penta Hotel	Orlando	240-1000	$110-130
Quality Inn-North	Longwood	862-4000	$48-68
Radisson Inn Maingate	Kissimmee	396-1400	$65-95

ORLANDO, FLA. (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Radisson Plaza	Orlando	425-4455	$145-160
Ramada Maingate East	Kissimmee	396-7000	$82-105
Sheraton Orlando North	Orlando	660-9000	$115-125
Sheraton World Resort	Orlando	352-1100	$90-135
Sonesta Village	Orlando	352-8051	$135-265
Stouffer Orlando	Orlando	351-5555	$175-215

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Buena Vista Palace	Lake Buena Vista	827-2727	
Clarion Plaza Hotel	Orlando	352-9700	
Delta Orlando Resort	Orlando	351-3340	$65-105
Disney Contemporary Resort	Lake Buena Vista	824-1000	$180-250
Disney Grand Floridian	Lake Buena Vista	824-3000	$220-415
Disney Village Resort & Conference Center	Lake Buena Vista	827-1100	$175-800
Disney Yacht & Beach Club Resort	Lake Buena Vista	934-7000	$195-355
Embassy Suites Resort	Altamonte Springs	834-2400	$109-129
Grosvenor Resort	Lake Buena Vista	828-4444	$90-150
Hilton & Towers	Altamonte Springs	830-1985	$79-144
Hilton at Walt Disney World	Lake Buena Vista	827-4000	$149-269
Holiday Inn-International Dr.	Orlando	351-3500	$55-95
Hyatt Orlando	Kissimmee	396-1234	$69-125
Hyatt Regency-Grand Cypress	Lake Buena Vista	239-1234	$155-260
Marriott Orlando	Orlando	351-2420	$59-120
Marriott Orlando Airport	Orlando	851-9000	$90-140
Marriott Orlando World Center	Lake Buena Vista	239-4200	$150-190
Mission Inn Resort	Howey in the Hills	324-3101	$85-390
Omni International	Orlando	843-6664	$70-140
Peabody Orlando	Orlando	352-4000	
Quality Hotel-Airport	Orlando	859-2711	$59-99
Radisson Plaza	Orlando	425-4455	$62-105
Ramada Hotel	Orlando	351-4600	$60-68
Royal Plaza Hotel	Lake Buena Vista	828-2828	$75-130
Sheraton Orlando North	Orlando	660-9000	$75-105
Sheraton Plaza	Orlando	859-1500	$85-135
Sheraton World Resort	Orlando	352-1100	$70-125
Stouffer Orlando	Orlando	351-5555	$110-200
Twin Towers Hotel & Convention Center	Orlando	351-1000	
Walt Disney World Dolphin	Lake Buena Vista	934-4000	$130-240
Walt Disney World Swan	Lake Buena Vista	934-3000	$140-205

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Arthur's 27	Lake Buena Vista	827-2727	M-E
Caruso's Place	Orlando	363-7110	M-E
Enzo's	Longwood	834-9872	M
Fisherman's Deck	Lake Buena Vista	828-3900	M
Hemingway's	Orlando	239-1239	M
Jordan's Grove	Maitland	628-0020	M
Maison & Jardin	Altamonte Springs	862-4410	M-E
La Normandie	Orlando	896-9976	M
Papeete Bay Verandah	Lake Buena Vista	824-1391	M
Park Plaza Gardens	Winter Park	645-2475	M
Regent Court	Lake Buena Vista	239-4200	M
Siam Orchid	Orlando	351-0821	M
Top of the World	Lake Buena Vista	824-3950	M-E
Victoria & Albert's	Lake Buena Vista	824-2283	E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 12 mi. SE
Time: 20 min.
Taxi: $18.50
Limo: $10.00

DAILY AUTO RENTAL

Average Rate: $28.75

OXNARD-VENTURA, CAL.

VITAL STATISTICS

Population: 680,700
Households: 221,200
Median Age: 31.7
Total EBI: $11,154,339,000
Median Hshld. EBI: $40,320
Total Retail Sales: $5,393,117,000
Buying Power Index: .3031
Chamber of Commerce: 485-5255/648-2875
Convention & Visitors Bureau: 485-8833/648-2075
Telephone Area Code: 805

MEAL & LODGING COSTS

Avg. Daily Lodging: $101.27
Meals: B-$7.29
L-$9.92
D-$18.08

PER DIEM
Total: $136.56
Index: 90

TAX RATES
Meals: 6.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Clarion	Simi Valley	584-6300	$68-98
Clarion Corria Clocktower Inn	Ventura	652-0141	$70-100
Country Inn	Camarillo	983-7171	$72-80
Country Inn	Ventura	653-1434	$79-99
Country Inn at Port Hueneme	Port Hueneme	986-5353	$75-85
Doubletree Hotel	Ventura	643-6000	$89-119
Hilton Financial Plaza	Oxnard	485-9666	$70-110
Holiday Inn-Thousand Oaks	Thousand Oaks	498-6733	$49-75
Hyatt Westlake Plaza	Westlake Village	497-9991	$115-155
Mandalay Beach Resort	Oxnard	984-2500	$135-270
Radisson Suite Hotel	Oxnard	988-0130	$85-130

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Casa Sirena Marina Resort	Oxnard	985-6311	
Doubletree Hotel	Ventura	643-6000	$69-99
Harbortown Marina Resort	Ventura	658-1212	$65-95
Mandalay Beach Resort	Oxnard	984-2500	$115-270

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
L'Auberge	Ojai	646-2288	M
Ranch House	Ojai	646-2360	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 1 mi. S
Time: 5 min.
Taxi: $6.50
Limo: $40.00

DAILY AUTO RENTAL

Average Rate: $32.33

PHILADELPHIA, PA.

VITAL STATISTICS

Population: 4,886,900
Households: 1,788,400
Median Age: 33.8
Total EBI: $78,042,167,000
Median Hshld. EBI: $33,277
Total Retail Sales: $36,033,312,000
Buying Power Index: 2.1031
Chamber of Commerce: 972-3998
Convention & Visitors Bureau: 800-CALLPHL/636-3300
Telephone Area Code: 215 (Pennsylvania); 609 (New Jersey)

MEAL & LODGING COSTS

Avg. Daily Lodging: $124.80
Meals: B-$8.48
L-$11.58
D-$25.43

PER DIEM
Total: $170.29
Index: 112

TAX RATES
Meals: 7.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark	Philadelphia	581-5000	$132-164
Cherry Hill Inn	Cherry Hill, NJ	662-7200	$65-72
Guest Quarters-Airport	Philadelphia	365-6600	$165-185
Guest Quarters-Plymouth Meeting	Plymouth Meeting	834-8300	$150-190
Guest Quarters-Wayne	Wayne	647-6700	$140-160
Hilton Mount Laurel	Mount Laurel, NJ	234-7300	$89-129
Holiday Inn-Trevose	Trevose	364-2000	$114-121
Hyatt Cherry Hill	Cherry Hill, NJ	662-1234	$110-165
Independence Park Inn	Philadelphia	922-4443	$85-130
Marriott Courtyard	Wayne	687-6633	$88-98
Marriott Courtyard	Willow Grove	830-0550	$82-92
Marriott Courtyard-Drummers Lane	Wayne	687-6700	$68-95
Marriott Philadelphia Airport	Philadelphia	365-4150	$135-145
Mendenhall Hotel	Mendenhall	388-2100	$79-89
Plaza Hotel Valley Forge	King of Prussia	265-1500	$115-135
Radisson Suites	Philadelphia	963-2222	$130
St. Davids Inn	St. Davids	688-5800	$79-105
Sheraton Poste Inn	Cherry Hill, NJ	428-2300	$83-110
Sheraton Society Hill	Philadelphia	238-6000	$135-200
Stouffer's Valley Forge	King of Prussia	337-1800	$120-160
The Warwick	Philadelphia	735-6000	$120-155
Wyndham Franklin Plaza	Philadelphia	448-2000	$150-190

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark	Philadelphia	581-5000	$89-115
Barclay Hotel	Philadelphia	545-0300	
Cherry Hill Inn	Cherry Hill, NJ	662-7200	$59-80
Eagle Lodge	Lafayette Hills	825-8000	$125-445
Embassy Suites-Airport	Philadelphia	365-4500	$79-144
Four Seasons Hotel	Philadelphia	963-1500	
Gregg Conference Center	Bryn Mawr	526-1208	$150-198
Guest Quarters-Airport	Philadelphia	365-6600	

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Guest Quarters-Plymouth Meeting	Plymouth Meeting	834-8300	$85-150
Guest Quarters-Wayne	Wayne	647-6700	$89-145
Hilton-Great Valley	Malvern	296-9800	$65-100
Hilton-Philadelphia Airport	Philadelphia	755-9500	$90-125
Hilton-Valley Forge	King of Prussia	337-1200	
Hilton & Towers	Philadelphia	893-1600	$110-150
Holiday Inn-Center City	Philadelphia	561-7500	$80-113
Holiday Inn-City Line	Philadelphia	477-0200	
Holiday Inn-King of Prussia	King of Prussia	265-7500	$63-105
Hyatt Cherry Hill	Cherry Hill, NJ	662-1234	$75-145
Marriott Philadelphia Airport	Philadelphia	365-4150	$65-120
Penn Tower Hotel	Philadelphia	387-8333	$70-140
Radisson Philadelphia Airport	Philadelphia	521-5900	$119-149
Ramada Hotel & Conference Center	Trevose	638-8300	$79-95
Ramada Inn Airport	Essington	521-9600	$80-85
Sheraton Hotel & Convention Center	King of Prussia	337-1800	
Sheraton Society Hill	Philadelphia	238-6000	
Sheraton University City	Philadelphia	387-8000	$100-110
Stouffer's Valley Forge	King of Prussia	337-1800	
Temple Univ. Executive Conf. Center	Philadelphia	242-9100	$165-199
Travelodge Hotel	Mount Laurel, NJ	234-7000	
Wyndham Franklin Plaza	Philadelphia	448-2000	$60-155

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Le Bec Fin	Philadelphia	567-1000	E
*Bookbinder's Seafood House	Philadelphia	545-1137	M
Café Airelle	Doylestown	345-5930	M
Conti Inn	Doylestown	348-9600	M
Country House at Kimberton	Kimberton	933-8148	M
Coventry Forge Inn	Pottstown	469-6222	M-E
Déja Vu	Philadelphia	546-1190	M-E
Deux Cheminées	Philadelphia	790-0200	E
Di Lullo	Philadelphia	725-6000	M
Di Lullo's Centro	Philadelphia	546-2000	M
Dickens Inn	Philadelphia	928-9307	M
Dilwothtown Inn	West Chester	399-1390	M
The Dining Room	Philadelphia	563-1600	M-E
La Famiglia	Philadelphia	922-2803	M
Fountain	Philadelphia	963-1500	M-E
La Fourchette	Wayne	687-8333	M
Il Gallo Nero	Philadelphia	546-8065	M
Garden	Philadelphia	546-4455	M
Harry's Bar & Grill	Philadelphia	561-5757	M
Kennedy-Supplee Mansion	King of Prussia	337-3777	M
Mendenhall Inn	Mendenhall	388-1181	M
Monte Carlo Living Room	Philadelphia	925-2220	M-E
*Old Original Bookbinder's	Philadelphia	925-7027	M-E
Restaurant 210	Philadelphia	790-2534	M-E
Sign of the Sorrel Horse	Quakertown	536-4651	M
Strafford Inn	Wayne	964-1116	M
Taquet	Radnor	293-9411	M
La Truffe	Philadelphia	925-5062	M
Village Auberge	Wayne	687-2840	M
William Penn Inn	Gwynedd Valley	699-9272	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. SW
Time: 15-30 min.
Taxi: $19.00
Limo: $8.00

DAILY AUTO RENTAL

Average Rate: $45.50

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

PHOENIX, ARIZ.

VITAL STATISTICS

Population: 2,169,700
Households: 826,000
Median Age: 32.2
Total EBI: $30,177,804,000
Median Hshld. EBI: $28,778
Total Retail Sales: $16,652,405,000
Buying Power Index: .8806
Chamber of Commerce: 254-5521
Convention & Visitors Bureau: 800-535-8898/254-6500
Telephone Area Code: 602

MEAL & LODGING COSTS

Avg. Daily Lodging: $137.09
Meals: B-$6.70
L-$8.52
D-$17.10

PER DIEM

Total: $169.41
Index: 111

TAX RATES

Meals: 6.25%
Lodging: 10.25%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Grace Inn Ahwatukee	Phoenix	893-3000	$95-115
Crescent Hotel	Phoenix	943-8200	$110-170
Crown Sterling Suites-Biltmore	Phoenix	955-3992	$160-192
Doubletree Suites-Phoenix Gateway Center	Phoenix	225-0500	$89-150
Embassy Suites-Scottsdale	Scottsdale	949-1414	$135-145
Fiesta Inn	Tempe	967-1441	$70-120
Fountain Suites Hotel	Phoenix	375-1777	$109-275
Hilton Airport	Phoenix	894-1600	$125-164
Hilton Pavilion	Mesa	833-5555	$99-119
Hilton Resort & Spa	Scottsdale	948-7750	$150-180
Hyatt Regency	Phoenix	252-1234	$150-225
Les Jardins	Phoenix	234-2464	$85-115
Marriott Courtyard	Mesa	461-3000	$76-116
Marriott Courtyard	Phoenix	966-4300	$96-106
Marriott Courtyard	Scottsdale	860-4000	$95-105
Marriott Suites	Scottsdale	945-1550	$155
Red Lion's La Posada	Scottsdale	952-0420	$185-210
Sheraton Hotel	Mesa	898-8300	$90-140
Sunburst Resort Hotel & Conference Center	Scottsdale	945-7666	$115-155
Westcoast Executive Park	Phoenix	252-2100	$70-85
Westcourt Hotel	Phoenix	997-5900	$95-150
Westcourt in the Buttes	Tempe	225-9000	$165-175
Wyndham Paradise Valley	Scottsdale	947-5400	$155-265

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Americana Inn-Airport North	Phoenix	275-7878	
Arizona Biltmore Hotel	Phoenix	954-2523	
Caravan Inn	Phoenix	244-8244	$29-40
Crescent Hotel	Phoenix	943-8200	
Embassy Suites-Camelhead	Phoenix	244-8800	$59-110
Embassy Suites-Scottsdale	Scottsdale	949-1414	$60-145
Embassy Suites-Tempe	Tempe	897-7444	
Fiesta Inn	Tempe	967-1441	$45-125
Fountain Suites Hotel	Phoenix	375-1777	
Hilton Pavilion	Mesa	833-5555	$49-120
Hilton Phoenix Airport	Phoenix	894-1600	$52-129
Hilton Resort & Spa	Scottsdale	948-7750	
Holiday Inn Corporate Center	Phoenix	943-2341	$25-65
Hyatt Regency	Phoenix	252-1234	$90-125
Hyatt Regency at Gainey Ranch	Scottsdale	991-3388	$185-265
Marriott Camelback Inn	Scottsdale	948-1700	$75-255
Marriott Mountain Shadows	Scottsdale	948-7111	
Phoenician Resort	Scottsdale	941-8200	$105-260
Pointe Hilton on South Mountain	Phoenix	438-9000	
Pointe Hilton at Squaw Peak	Phoenix	997-2626	$75-235
Pointe Hilton at Tapatio Cliffs	Phoenix	866-7500	$180-240
Radisson Resort Camelview	Scottsdale	991-2400	
Ramada Valley Ho Resort	Scottsdale	945-6321	$49-89
Red Lion's La Posada	Scottsdale	952-0420	$55-185
Registry Resort	Scottsdale	991-3800	
Ritz-Carlton	Phoenix	468-0700	$85-205
Scottsdale Conference Resort	Scottsdale	991-9000	$130-225
Scottsdale Plaza Resort	Scottsdale	948-5000	
Scottsdale Princess	Scottsdale	585-4848	
Sheraton Hotel	Mesa	898-8300	$55-89
Sheraton Mission Palms	Tempe	894-1400	$60-108
Sheraton Phoenix	Phoenix	257-1525	
Sheraton San Marcos	Chandler	963-6655	$75-190
Sunburst Resort Hotel & Conference Center	Scottsdale	945-7666	$40-135
Westcourt Hotel	Phoenix	997-5900	
Westcourt in the Buttes	Tempe	225-9000	$75-205
Wigwam Resort	Litchfield Park	935-3811	$75-225
Wyndham Paradise Valley	Scottsdale	947-5400	$80-255

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Avanti's of Phoenix	Phoenix	956-0900	M
Avanti's of Scottsdale	Scottsdale	949-8333	M
Bistro La Chaumiere	Scottsdale	946-5115	M
Chaparral Dining Room	Scottsdale	948-6644	M-E
Christopher's	Phoenix	957-3214	E
Christopher's Bistro	Phoenix	957-3214	M
L'Ecole	Scottsdale	990-7639	M
8700	Scottsdale	994-8700	M
Etienne's Different Points of View	Phoenix	866-7500	M-E
La Fontanella	Phoenix	955-1213	M
*Garcia's	Scottsdale	945-1647	M
Golden Swan	Scottsdale	991-3388	M
La Hacienda	Scottsdale	585-4848	M
Latilla	Carefree	488-9009	M-E
*L'Orangerie	Phoenix	954-2507	M-E

PHOENIX, ARIZ. (cont.)

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
The Restaurant	Phoenix	468-0700	M-E
Vincent Guerithault on Camelback	Phoenix	224-0225	M
Voltaire	Scottsdale	948-1005	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 4 mi. SE
Time: 10-15 min.
Taxi: $8.00
Limo: $5.00

DAILY AUTO RENTAL

Average Rate: $44.25

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

PITTSBURGH, PA.

VITAL STATISTICS

Population: 2,047,200
Households: 816,100
Median Age: 37.2
Total EBI: $28,919,735,000
Median Hshld. EBI: $27,271
Total Retail Sales: $14,183,572,000
Buying Power Index: .8118
Chamber of Commerce: 392-4500
Convention & Visitors Bureau: 800-366-0093/281-7711
Telephone Area Code: 412

MEAL & LODGING COSTS

Avg. Daily Lodging: $115.09
Meals: B-$7.28
L-$8.82
D-$22.66

PER DIEM

Total: $153.85
Index: 101

TAX RATES

Meals: 6.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western-Parkway Center Inn	Pittsburgh	922-7070	$55-99
Harley Hotel	Pittsburgh	244-1600	$85-102
Hilton Hotel	Pittsburgh	391-4600	$133-184
Holiday Inn-Airport	Coraopolis	262-3600	$118-132
Holiday Inn-McKnight Road	Pittsburgh	366-5200	$85-105
Holiday Inn-Meadowlands Washington	Washington	222-6200	$78-97
Hyatt at Chatham Center	Pittsburgh	471-1234	$125-175
Marriott Greentree	Pittsburgh	922-8400	$118-139
Marriott Pittsburgh Airport	Pittsburgh	788-8800	$125-157
Mountain View Inn	Greensburg	834-5300	$50-98
Royce Hotel	Coraopolis	262-2400	$91-137
Sheraton Inn	Greensburg	836-6060	$68-91
Sheraton South Hills	Bethel Park	343-4600	$64-72
Sheraton Station Square	Pittsburgh	261-2000	$130-165
Vista Hotel	Pittsburgh	281-3700	$140-180
Westin William Penn	Pittsburgh	281-7100	$115-170

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Center for Leadership	Coraopolis	262-8407	
Hilton Hotel	Pittsburgh	391-4600	
Holiday Inn-Airport	Coraopolis	262-3600	
Holiday Inn-Greentree	Pittsburgh	922-8100	$70-107
Hyatt at Chatham Center	Pittsburgh	471-1234	$69-135
Marriott Greentree	Pittsburgh	922-8400	$65-117
Marriott Pittsburgh Airport	Coraopolis	788-8800	
Radisson Hotel	Monroeville	373-7300	$69-89
Sheraton Inn Pittsburgh North	Mars	776-6900	$65-81
Sheraton South Hills	Bethel Park	343-4600	
Sheraton Station Square	Pittsburgh	261-2000	$85-120
Vista Hotel	Pittsburgh	281-3700	$85-125
Westin William Penn	Pittsburgh	281-7100	$60-195

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Angel's Corner	Pittsburgh	682-1879	M
Carlton	Pittsburgh	391-4099	M
Christopher's	Pittsburgh	381-4500	M-E
Coal Baron	Uniontown	439-0111	M
Colony	Pittsburgh	561-2060	M
Common Plea	Pittsburgh	281-5140	M
D'Imperio's	Pittsburgh	823-4800	M
Grand Concourse	Pittsburgh	261-1717	M
Hyeholde	Coraopolis	264-3116	M-E
J.J. Rose's	Pittsburgh	344-1840	M
Le Mont	Pittsburgh	431-3100	M
Piccolo Mondo	Pittsburgh	922-0920	M
Poli's	Pittsburgh	521-6400	M
La Pommier	Pittsburgh	431-1901	M
Rico's	Pittsburgh	931-0556	M
Sgro's	Pittsburgh	787-1234	M
*Tambellini's	Pittsburgh	481-1118	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 17 mi. W
Time: 25-40 min.
Taxi: $25.00
Limo: $8.00

DAILY AUTO RENTAL

Average Rate: $46.75

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

PORTLAND, MAINE

VITAL STATISTICS

Population: 245,300
Households: 95,400
Median Age: 33.7
Total EBI: $3,801,028,000
Median Hshld. EBI: $29,780
Total Retail Sales: $3,114,787,000
Buying Power Index: .1255
Chamber of Commerce: 772-2811
Convention & Visitors Bureau: 772-4994
Telephone Area Code: 207

MEAL & LODGING COSTS

Avg. Daily Lodging: $136.22
Meals: B-N.A.
L-N.A.
D-N.A.

PER DIEM

Total: N.A.
Index: N.A.

TAX RATES

Meals: 5.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn-West	Portland	774-5601	$89-99
Holiday Inn by the Bay	Portland	775-2311	$98-119
Howard Johnson	Portland	774-5861	$85-105
Inn by the Sea	Cape Elizabeth	799-3134	$150-330
Marriott Hotel	South Portland	871-8000	$140-150
Portland Regency	Portland	774-4200	$90-120
Quality Suites	Portland	775-2200	$125-285
Sheraton Tara	South Portland	775-6161	$89-169
Sonesta Hotel-Portand	Portland	775-5411	$85-125

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday inn by the Bay	Portland	775-2311	
Sheraton Tara	South Portland	775-6161	$60-110
Sonesta Hotel-Portland	Portland	775-5411	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Galley	Falmouth	781-4262	M
Olde House	Raymond	655-7841	M
The Roma	Portland	773-9873	M
Seamen's Club	Portland	772-7311	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 2 mi. SW
Time: 10 min.
Taxi: $8.00
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $47.00

PORTLAND, ORE.

VITAL STATISTICS

Population: 1,252,000
Households: 491,800
Median Age: 33.9
Total EBI: $18,374,831,000
Median Hshld. EBI: $29,982
Total Retail Sales: $10,811,738,000
Buying Power Index: .5418
Chamber of Commerce: 228-9411
Convention & Visitors Bureau: 275-9750
Telephone Area Code: 503

MEAL & LODGING COSTS

Avg. Daily Lodging: $106.89
Meals: B-$4.78
L-$7.46
D-$17.09

PER DIEM

Total: $136.22
Index: 112

TAX RATES

Meals: None
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Pony Soldier	Portland	256-1504	$64-89
Embassy Suites	Tigard	644-4000	$112-127
Greenwood Inn	Beaverton	643-7444	$70-90
Hilton Hotel	Portland	226-1611	$119-150
Howard Johnson Plaza	Lake Oswego	624-8400	$70-100
Marriott Courtyard	Beaverton	641-3200	$74-88
Marriott Portland	Portland	226-7600	$138-158
The Monarch	Clackamas	652-1515	$78-155
Red Lion Hotel-Jantzen Beach	Portland	283-4466	$95-110
Red Lion Inn-Columbia River	Portland	283-2111	$98-133
Red Lion Inn-Lloyd Center	Portland	281-6111	$101-154
Sheraton Portland Airport	Portland	281-2500	$95-116
Shilo Inn Suites-Airport	Portland	252-7500	$109-119
Travelodge	Portland	233-2401	$88-93

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Benson Hotel	Portland	228-2000	$80-130
Hilton Hotel	Portland	226-1611	
Holiday Inn-Airport	Portland	256-5000	
Marriott Portland	Portland	226-7600	$89-122
Red Lion Hotel-Jantzen Beach	Portland	283-4466	$88-113
Red Lion Inn-Columbia River	Portland	283-2111	
Red Lion Inn-Lloyd Center	Portland	281-6111	$85-105
Sheraton Portland Airport	Portland	281-2500	$72-91

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
L'Auberge	Portland	223-3302	M-E
Couch Street Fish House	Portland	223-6173	M
Esplanade at Riverplace	Portland	295-6166	M
Genoa	Portland	238-1464	M-E
Heathman	Portland	241-4100	M
*Jake's Famous Crawfish	Portland	226-1419	M
Plainfield's Mayur	Portland	223-2995	M
Rafati's	Portland	248-9305	M
River Queen	Portland	228-8633	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 9 mi. NE
Time: 20 min.
Taxi: $20.50
Limo: $6.00

DAILY AUTO RENTAL

Average Rate: $45.25

Note: An asterisk (*) indicates a 1991 S&MM BEDA (Business Executives' Dining Award) winner.

PROVIDENCE-PAWTUCKET-WOONSOCKET, R.I.

VITAL STATISTICS

Population: 921,400
Households: 347,200
Median Age: 34.1
Total EBI: $13,161,017,000
Median Hshld. EBI: $28,441
Total Retail Sales: $6,621,140,000
Buying Power Index: .3714
Chamber of Commerce: 521-5000/334-1000
Convention & Visitors Bureau: 800-233-1636/274-1636
Telephone Area Code: 401

MEAL & LODGING COSTS

Avg. Daily Lodging: $125.10
Meals: B-$5.90
L-$9.09
D-$15.46

PER DIEM

Total: $155.55
Index: 102

TAX RATES

Meals: 7.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn-Downtown	Providence	831-3900	$80-105
Holiday Inn at the Crossings	Warwick	732-6000	$109-119
Omni Biltmore	Providence	421-0700	$129-189
Marriott Hotel	Providence	272-2400	$136-166
Sheraton Tara	Warwick	738-4000	$89-129

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Marriott Providence	Providence	272-2400	$78-102
Omni Biltmore	Providence	421-0700	$79-155

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Al Forno	Providence	273-9760	M
Great House	Warwick	739-8600	M
Lucky's	Providence	272-7980	M
Mr. Marco	Warwick	885-2120	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. S
Time: 15-20 min.
Taxi: $15.00
Limo: $5.75

DAILY AUTO RENTAL

Average Rate: $39.75

RALEIGH-DURHAM, N.C.

VITAL STATISTICS

Population: 750,200
Households: 293,700
Median Age: 31.4
Total EBI: $11,460,063,000
Median Hshld. EBI: $29,499
Total Retail Sales: $6,093,748,000
Buying Power Index: .3247
Chamber of Commerce: 664-7000/682-2133
Convention & Visitors Bureau: 800-849-8499/834-5900/687-0288/446-8604
Telephone Area Code: 919

MEAL & LODGING COSTS

Avg. Daily Lodging: $99.29
Meals: B-$6.45
L-$10.94
D-$23.64

PER DIEM

Total: $140.32
Index: 92

TAX RATES

Meals: 6.0%
Lodging: 10-12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Carolina Inn	Chapel Hill	933-2001	$42-80
Embassy Suites	Raleigh	881-0000	$124-134
Guest Quarters	Durham	361-4660	$109-200
Hilton-Durham	Durham	383-8033	$79-99
Hilton & Convention Center	Raleigh	872-2323	$93-123
Marriott Courtyard	Raleigh	821-3400	$72-82
Marriott Crabtree	Raleigh	781-7000	$113-123
Omni Hotel	Durham	683-6664	$76-99
Sheraton Imperial	Morrissville	941-5050	$88-98
Sheraton University Center	Durham	383-8575	$69-94
Siena Hotel	Chapel Hill	929-4000	$89-129
Velvet Cloak Inn	Raleigh	828-0333	$69-99

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton-Durham	Durham	383-8033	$64-85
Hilton & Convention Center	Raleigh	872-2323	$60-100
Marriott Crabtree	Raleigh	781-7000	$55-109
Mission Valley Inn	Raleigh	828-3173	$49-65
Omni Europa	Chapel Hill	968-4900	$49-77
Omni Hotel	Durham	683-6664	$65
Radisson Plaza Hotel	Raleigh	834-9900	$65-75
Sheraton Crabtree	Raleigh	787-7111	$55-85
Sheraton Imperial	Morrissville	941-5050	$50-100
Sheraton University Center	Durham	383-8575	$59-99

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*Angus Barn, Ltd.	Raleigh	787-3505	M
Bakatsias Cuisine	Durham	383-8502	M
Charter Room	Raleigh	828-0333	M
Fearrington House	Pittsboro	542-4000	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 14 mi. NW
Time: 20-25 min.
Taxi: $20.50
Limo: $14.00

DAILY AUTO RENTAL

Average Rate: $49.00

Note: An asterisk (*) indicates a 1991 S&MM BEDA (Business Executives' Dining Award) winner.

RICHMOND-PETERSBURG, VA.

VITAL STATISTICS

Population: 875,400
Households: 335,600
Median Age: 33.3
Total EBI: $13,307,646,000
Median Hshld. EBI: $32,135
Total Retail Sales: $7,095,761,000
Buying Power Index: .3778
Chamber of Commerce: 648-1234/733-8132
Convention & Visitors Bureau: 800-365-7272/782-2777/800-368-3595/733-2400
Telephone Area Code: 804

MEAL & LODGING COSTS

Avg. Daily Lodging: $103.20
Meals: B-$7.90
L-$12.02
D-$25.10

PER DIEM

Total: $148.22
Index: 97

TAX RATES

Meals: 7.0%
Lodging: 9.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Berkeley Hotel	Richmond	780-1300	$90-145
Embassy Suites	Richmond	672-8585	$89-144
Hilton Airport	Sandston	226-6400	$75-105
Hyatt Richmond	Richmond	285-1234	$115-135
Jefferson Hotel	Richmond	788-8000	$115-140
Marriott Courtyard	Richmond	282-1881	$75-85
Omni Richmond	Richmond	344-7000	$119-134
Quality Inn-Steven Kent	Petersburg	733-0600	$36-50
Radisson Hotel	Richmond	788-0900	$79-145
Sheraton Airport	Richmond	226-4300	$79-109

RICHMOND-PETERSBURG, VA. (cont.)

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn-Fanny's	Richmond	285-9951	
Hyatt Richmond	Richmond	285-1234	$69-99
Jefferson Hotel	Richmond	788-8000	$80-95
Marriott Richmond	Richmond	643-3400	$69-119
Sheraton Park South	Richmond	323-1144	$52-82

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Half Way House	Richmond	275-1760	M
La Petite France	Richmond	353-8729	M
*Tobacco Company	Richmond	782-9431	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. SE
Time: 20-30 min.
Taxi: $17.00
Limo: $10.75

DAILY AUTO RENTAL

Average Rate: $45.25

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

RIVERSIDE-SAN BERNARDINO, CAL.

VITAL STATISTICS

Population: 2,724,000
Households: 913,700
Median Age: 30.3
Total EBI: $36,541,412,000
Median Hshld. EBI: $29,951
Total Retail Sales: $16,764,591,000
Buying Power Index: 1.0177
Chamber of Commerce: 683-7100/885-7515
Convention & Visitors Bureau: 787-7950/889-3980
Telephone Area Code: 714 (Big Bear Lake/Lake Arrowhead/Ontario/Riverside/San Bernardino); 619 (Cathedral City/Indian Wells/La Quinta/Palm Desert/ Palm Springs/Rancho Mirage/Victorville)

MEAL & LODGING COSTS

Avg. Daily Lodging: $136.50
Meals: B-$6.14
L-$7.48
D-$12.51

PER DIEM

Total: $188.76
Index: 124

TAX RATES

Meals: 6.75-7.75%
Lodging: 6.0-10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Autry Resort Hotel	Palm Springs	328-1171	$135-195
Best Western Green Tree Inn	Victorville	245-3461	$52-60
Big Bear Inn	Big Bear Lake	866-3471	$85-200
Clarion-Ontario Airport	Ontario	986-8811	$109-160
Embassy Suites	Palm Desert	340-6600	$140-220
Erawan Garden Hotel	Indian Wells	346-8021	$90-130
Four Seasons Apartment Hotel	Palm Springs	325-6427	$95
Hilton Arrowhead Lodge	Lake Arrowhead	336-1511	$100-180
Hilton Ontario Airport	Ontario	980-0400	$105-145
Hilton Palm Springs	Palm Springs	320-6868	$175-275
Hilton San Bernardino	San Bernardino	889-0133	$70-160
Marquis Hotel	Palm Springs	322-2121	$160-205
Marriott Courtyard	Palm Springs	322-6100	$129
Maruko Hotel	San Bernardino	381-6181	$69-94
Radisson Palm Springs	Palm Springs	327-8311	$129-179
Red Lion Hotel	Ontario	983-0909	$109-149
Sheraton Riverside	Riverside	784-8000	$75-89
La Siesta Villas	Palm Springs	325-2269	$105-175
Wyndham Hotel	Palm Springs	322-6000	$185-230

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Canyon Hotel	Palm Springs	323-5656	
Clarion-Ontario Airport	Ontario	986-8811	$109-160
Doubletree Resort	Cathedral City	322-7000	$79-225
Embassy Suites	Palm Desert	340-6600	$59-189
Hilton Arrowhead Lodge	Lake Arrowhead	336-1511	$95-165
Hilton Ontario Airport	Ontario	980-0400	$69-89
Hilton Palm Springs	Palm Springs	320-6868	$55-160
Hilton San Bernardino	San Bernardino	889-0133	$60-65
Hyatt Grand Champions Resort	Indian Wells	341-1000	$69-290
Marquis Hotel	Palm Springs	322-2121	$70-195
Marriott Desert Springs	Palm Desert	341-2211	
Marriott Ontario Airport	Ontario	986-8811	$109-160
Marriott Rancho Las Palmas	Rancho Mirage	568-2727	$70-260
Mission Inn	Riverside	784-0300	$95-110
La Quinta Hotel & Resort	La Quinta	564-4111	$70-295
Radisson Palm Springs	Palm Springs	327-8311	
Red Lion Hotel	Ontario	983-0909	$70-109
Stouffer Esmeralda	Indian Wells	773-4000	$95-250
Westin Mission Hills Resort	Rancho Mirage	328-5955	$95-275
Wyndham Hotel	Palm Springs	322-6000	$59-189

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
A Touch of Mama's	Palm Desert	568-1315	M
Cabrillo	Rancho Mirage	568-2727	M-E
Dar Maghreb	Rancho Mirage	568-9486	M
The Dining Room	Rancho Mirage	321-8282	M-E
Lakeview	Palm Desert	341-2211	M
Mancuso's	Palm Desert	340-6610	M
Robert Cunard's	Palm Desert	773-3337	M
Rosa's	Ontario	391-1971	M
Sirocco	Indian Wells	773-4444	M
Le Vallauris	Palm Springs	325-5059	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 15 mi. NW
Time: 20 min.
Taxi: $24.00
Limo: $17.50

DAILY AUTO RENTAL

Average Rate: $43.25

ROCHESTER, N.Y.

VITAL STATISTICS

Population: 1,004,900
Households: 375,500
Median Age: 33.0
Total EBI: $15,703,107,000
Median Hshld. EBI: $32,561
Total Retail Sales: $7,643,436,000
Buying Power Index: .4314
Chamber of Commerce: 454-2220
Convention & Visitors Bureau: 800-677-7282/546-3070
Telephone Area Code: 716

MEAL & LODGING COSTS

Avg. Daily Lodging: $102.07
Meals: B-$6.49
L-$9.61
D-$20.79

PER DIEM

Total: $138.96
Index: 91

TAX RATES

Meals: 7.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Brookwood Inn	Pittsford	248-9000	$82-92
Depot Inn	Pittsford	381-9900	$66-73
Holiday Inn-South	Rochester	475-1510	$74-105
Marriott Airport	Rochester	225-6880	$79-128
Radisson Inn	Rochester	475-1910	$69-109
Stouffer Rochester Plaza	Rochester	546-3450	$118-158
Strathallan Hotel	Rochester	461-5010	$117-159

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn-Genesee Plaza	Rochester	546-6400	$76-90
Hyatt Regency	Rochester	546-1234	$119-165
Marriott Thruway	Rochester	359-1800	$80-100
Stouffer Rochester Plaza	Rochester	546-3450	$79-158

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Chapel's	Rochester	232-2300	M
Edwards	Rochester	423-0140	M
Glen Edith	Webster	671-6200	M
Holloway House	East Bloomfield	657-7120	M
Petals	Rochester	359-1800	M
Richardson's Canal House	Pittsford	248-5000	M-E
Rooney's	Rochester	442-0444	M
Spring House	Rochester	586-2300	M
Thendara Inn	Canandaigua	394-4868	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. SW
Time: 10-20 min.
Taxi: $9.00
Limo: N.A

DAILY AUTO RENTAL

Average Rate: $47.50

SACRAMENTO, CAL.

VITAL STATISTICS

Population: 1,523,300
Households: 572,800
Median Age: 32.3
Total EBI: $24,040,002,000
Median Hshld. EBI: $31,903
Total Retail Sales: $11,481,756,000
Buying Power Index: .6556
Chamber of Commerce: 443-3771
Convention & Visitors Bureau: 264-7777
Telephone Area Code: 916

MEAL & LODGING COSTS

Avg. Daily Lodging: $101.80
Meals: B-$6.24
L-$9.45
D-$17.14

PER DIEM

Total: $134.63
Index: 88

TAX RATES

Meals: 7.75%
Lodging: 11.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Station House	South Lake Tahoe	542-1101	$88-98
Fountain Suites	Sacramento	441-1444	$84-119
Hilton Inn	Sacramento	922-4700	$72-129
Holiday Inn-Capitol Plaza	Sacramento	446-0100	$80-94
Hyatt Regency	Sacramento	443-1234	$149-185
Inn by the Lake	South Lake Tahoe	542-0330	$90-110
Marriott Courtyard	Rancho Cordova	638-3800	$73-83
Radisson Inn	Sacramento	922-2020	$78-109
Red Lion Inn	Sacramento	929-8855	$94-119
Red Lion Sacramento	Sacramento	922-8041	$79-103

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Beverly Garland Hotel	Sacramento	929-7900	$58-73
Hilton Inn	Sacramento	922-4700	$65-102
Holiday Inn-Capitol Plaza	Sacramento	446-0100	
Hyatt Regency	Sacramento	443-1234	$79-185
Radisson Inn	Sacramento	922-2020	$84-119
El Rancho Resort	West Sacramento	371-6731	$50-66
Red Lion Inn	Sacramento	929-8855	
Red Lion Sacramento	Sacramento	922-8041	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Aldo's	Sacramento	483-5031	M
Chanterelle	Sacramento	442-0451	M
Evans American Gourmet	South Lake Tahoe	542-1990	M
Firehouse	Sacramento	442-4772	M
Le Petit Pier	Tahoe Vista	546-2508	M-E
Swiss Chalet	South Lake Tahoe	544-3304	M
Swiss Lakewood	Homewood	525-5211	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 11 mi. NW
Time: 15-20 min.
Taxi: $26.00
Limo: $7.50

DAILY AUTO RENTAL

Average Rate: $41.00

SALT LAKE CITY-OGDEN, UTAH

VITAL STATISTICS

Population: 1,083,200
Households: 351,100
Median Age: 27.4
Total EBI: $12,019,734,000
Median Hshld. EBI: $28,274
Total Retail Sales: $7,558,308,000
Buying Power Index: .3838
Chamber of Commerce: 364-3631/621-8300
Convention & Visitors Bureau: 521-2822/ 629-8288
Telephone Area Code: 801

MEAL & LODGING COSTS

Avg. Daily Lodging: $105.65
Meals: B-$6.92
L-$9.04
D-$16.18

PER DIEM

Total: $137.79
Index: 90

TAX RATES

Meals: 6.25%
Lodging: 10.34%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Ogden Park Hotel	Ogden	627-1190	$54-94
Clarion Hotel	Salt Lake City	359-8600	$59-89
Doubletree Hotel	Salt Lake City	531-7500	$69-114
Embassy Suites	Salt Lake City	359-7800	$85-115
Hilton Hotel	Salt Lake City	532-3344	$90-122
Little America Hotel & Towers	Salt Lake City	363-6781	$55-108
Marriott	Salt Lake City	531-0800	$94-139
Peery Hotel	Salt Lake City	521-4300	$64-109
Radisson Airport	Salt Lake City	364-5800	$69-149
Radisson Suite Hotel	Ogden	627-1900	$42-96
Red Lion Inn	Salt Lake City	328-2000	$95-135
Snowbird Ski & Summer Resort	Snowbird	742-2222	$157-284
University Park	Salt Lake City	581-1000	$130

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Ogden Park Hotel	Ogden	627-1190	$45-65
Best Western Olympus Hotel	Salt Lake City	521-7373	$59-75
Doubletree Hotel	Salt Lake City	531-7500	
Hilton Airport	Salt Lake City	539-1515	$72-109
Hilton Hotel	Salt Lake City	532-3344	
Little America Hotel & Towers	Salt Lake City	363-6781	$55-108
Marriott	Salt Lake City	531-0800	$79-119
Red Lion Inn	Salt LakeCity	328-2000	
Snowbird Ski & Summer Resort	Snowbird	742-2222	$76-170

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
La Fleur de Lys	Salt Lake City	359-5753	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 6 mi. NW
Time: 10-15 min.
Taxi: $10.00
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $46.00

SAN ANTONIO, TEXAS

VITAL STATISTICS

Population: 1,324,000
Households: 458,800
Median Age: 30.5
Total EBI: $15,038,973,000
Median Hshld. EBI: $23,865
Total Retail Sales: $9,157,490,000
Buying Power Index: .4723
Chamber of Commerce: 229-2100
Convention & Visitors Bureau: 800-447-3372/270-8700
Telephone Area Code: 512

MEAL & LODGING COSTS

Avg. Daily Lodging: $117.95
Meals: B-$5.78
L-$9.45
D-$25.78

PER DIEM

Total: $158.96
Index: 104

TAX RATES

Meals: 8.25%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Continental Inn	San Antonio	655-3510	$36-54
Embassy Suites-Airport	San Antonio	525-9999	$109-119
Hilton Palacio Del Rio	San Antonio	222-1400	$140-181
Hyatt Regency	San Antonio	222-1234	$135-180
Marriott Courtyard	San Antonio	696-7100	$62-72
Marriott Rivercenter	San Antonio	223-1000	$150-170
Marriott Riverwalk	San Antonio	224-4555	$140-181
Menger Hotel	San Antonio	223-4361	$74-118
St. Anthony Park Lane	San Antonio	227-4392	$89-109
Sheraton Gunter	San Antonio	227-3241	$89-129
Wyndham Hotel	San Antonio	691-8888	$109-149

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Palacio Del Rio	San Antonio	222-1400	$147-209
Hyatt Regency	San Antonio	222-1234	$90-170
Mansion Del Rio	San Antonio	225-2581	$105-160
Marriott Rivercenter	San Antonio	223-1000	
Marriott Riverwalk	San Antonio	224-4555	$108-148
Menger Hotel	San Antonio	223-4361	$65-89
Plaza San Antonio	San Antonio	229-1000	$130-190
Radisson Hotel-Airport	San Antonio	340-6060	$65
St. Anthony Park Lane	San Antonio	227-4392	
Sheraton Gunter	San Antonio	227-3241	$79-134
Wyndham Hotel	San Antonio	691-8888	$82-110

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Anaqua Room	San Antonio	229-1000	M-E
Chez Ardid	San Antonio	732-3203	M
Crumpet's	San Antonio	821-5454	M
L'Etoile	San Antonio	826-4551	M
The Fairmount	San Antonio	224-8800	M
Fig Tree	San Antonio	224-1976	M-E
*Little Rhein Steak House	San Antonio	225-2111	M-E
La Louisiane	San Antonio	225-7984	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. N
Time: 15-20 min.
Taxi: $12.00
Limo: $7.00

DAILY AUTO RENTAL

Average Rate: $41.00

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

SAN DIEGO, CAL.

VITAL STATISTICS
Population: 2,562,900
Households: 911,800
Median Age: 31.1
Total EBI: $41,179,182,000
Median Hshld. EBI: $32,013
Total Retail Sales: $19,209,425,000
Buying Power Index: 1.1115
Chamber of Commerce: 232-0124
Convention & Visitors Bureau: 232-3101
Telephone Area Code: 619

MEAL & LODGING COSTS
Avg. Daily Lodging: $133.77
Meals: B-$6.88
L-$12.30
D-$18.65

PER DIEM
Total: $171.60
Index: 113

TAX RATES
Meals: 8.25%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Bay Club Hotel & Marina	San Diego	224-8888	$115-200
Best Western Hacienda	San Diego	298-4707	$105-125
Best Western Inn by the Sea	La Jolla	459-4461	$102-138
Best Western Oceanside	Oceanside	722-1821	$59-85
Best Western Rancho Bernardo	San Diego	485-6530	$88-135
Catamaran Resort Hotel	Pacific Beach	488-1081	$120-180
Del Mar Inn	Del Mar	755-9765	$80-99
Doubletree Hotel	San Diego	543-9000	$105-165
Embassy Suites	La Jolla	453-0400	$109-160
Embassy Suites	San Diego	239-2400	$119-189
Glorietta Bay Inn	Coronado	435-3101	$89-129
Hanalei Hotel	San Diego	297-1101	$80-120
Handlery Hotel & Country Club	San Diego	298-0511	$65-75
Hilton Beach & Tennis Resort	San Diego	276-4010	$125-225
Hilton Hotel	Del Mar	792-5200	$95-170
Horton Grand	San Diego	544-1866	$99-129
Hyatt Islandia	San Diego	224-1234	$110-190
Marriott Hotel & Marina	San Diego	234-1500	$155-190
Marriott La Jolla	La Jolla	587-1414	$149-169
Marriott Suites-Downtown	San Diego	696-9800	$99-180
Omni Hotel	San Diego	239-2200	$160-210
Pacific Terrace Inn	Pacific Beach	581-3100	$140-180
Quails Inn	San Marcos	744-0120	$85-115
Radisson Hotel	San Diego	260-0111	$85-95
Radisson Suite Hotel	San Diego	451-6600	$75-130
Ramada Bayview	San Diego	696-0234	$75-140
Red Lion Inn	San Diego	297-5466	$125-175
Sea Lodge	La Jolla	459-8271	$140-225
Sheraton Grand on Harbor Island	Harbor Island	291-6400	$125-205
Sheraton Harbor Island	Harbor Island	291-2900	$130-195
Town & Country	San Diego	291-7131	$80-130
La Valencia	La Jolla	454-0771	$145-275

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Bahia Resort Hotel	San Diego	488-0551	$85-95
Catamaran Resort Hotel	San Diego	488-1081	$120-130
Del Coronado Hotel	Coronado	522-8011	$159-625
Hanalei Hotel	San Diego	297-1101	$75-85
Hilton Beach & Tennis Resort	San Diego	276-4010	
Hilton Del Mar	Del Mar	792-5200	
Hyatt Islandia	San Diego	224-1234	
Hyatt Regency	La Jolla	552-1234	
Hyatt Regency San Diego	San Diego	232-1234	
La Jolla Village Inn	La Jolla	453-5500	$60-80
Marriott Hotel & Marina	San Diego	234-1500	
Marriott La Jolla	La Jolla	587-1414	$85-140
Marriott Mission Valley	San Diego	692-3800	$75-120
Meridien Coronado	Coronado	435-3000	
Omni Hotel	San Diego	239-2200	
Pan Pacific Hotel	San Diego	239-4500	
Rancho Bernardo Inn	San Diego	487-1611	$180-190
Pointe San Diego	Chula Vista	691-1800	$135-225
San Diego Hotel	San Diego	234-0221	$50-75
San Diego Princess Resort	San Diego	274-4630	
Sheraton Grand on Harbor Island	Harbor Island	291-6400	$125-140
Sheraton Grande Torrey Pines	La Jolla	558-1500	$145-195
Sheraton Harbor Island	Harbor Island	692-2200	$125-165
Town & Country	San Diego	291-7131	
U.S. Grant Hotel	San Diego	232-3121	
Westgate Hotel	San Diego	238-1818	$108-150

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Anthony's Star of the Sea Room	San Diego	232-7408	M
Avanti	La Jolla	454-4288	M
Baci Ristorante	San Diego	275-2094	M
Belgian Lion	San Diego	223-2700	M
La Casa del Zorro	Borrego Springs	767-5323	M-E
Chez Loma	Coronado	435-0661	M
Crown Room	Coronado	435-6611	M
El Bizcohco	San Diego	487-1611	M-E
Busalacchi's	San Diego	298-0119	M
*The Chart House at the Rowing Club	San Diego	233-7391	M-E
Fio's	San Diego	234-3467	M
Le Fontainebleau	San Diego	238-1818	M
George's at the Cove	La Jolla	454-4244	M
Grant Grill	San Diego	239-6806	M-E
Issimo	La Jolla	454-7004	M-E
Marine Room	La Jolla	459-7222	M
Maruis	Coronado	435-3000	M
Mille Fleurs	Rancho Santa Fe	756-3085	M-E
Mister A's	San Diego	239-1377	M-E
Molly's	San Diego	234-1500	M
Pacifica Grill	San Diego	696-9226	M
Pisces	Carlsbad	436-9362	M-E
Rainwater's	San Diego	233-5757	M
St. James Bar	San Diego	453-6650	M
Top O' The Cove	La Jolla	454-7779	M
Vincent's Four Seasons	Solana Beach	481-1141	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 3 mi. NW
Time: 5-10 min.
Taxi: $6.00
Limo: $12.00

DAILY AUTO RENTAL
Average Rate: $45.00

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

SAN FRANCISCO, CAL.

VITAL STATISTICS
Population: 1,611,700
Households: 645,600
Median Age: 35.9
Total EBI: $33,842,289,000
Median Hshld. EBI: $38,826
Total Retail Sales: $15,259,282,000
Buying Power Index: .8654
Chamber of Commerce: 392-4511
Convention & Visitors Bureau: 974-6900
Telephone Area Code: 415

MEAL & LODGING COSTS
Avg. Daily Lodging: $155.86
Meals: B-$13.07
L-$18.35
D-$44.84

PER DIEM
Total: $232.12
Index: 152

TAX RATES
Meals: 6.5%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Corte Madera Inn	San Francisco	924-1502	$77-96
Cathedral Hill Hotel	San Francisco	776-8200	$105-240
Clarion Hotel Airport	Millbrae	692-6363	$99-129
Crown Sterling Suites	South San Francisco	589-3400	$119-139
Crown Sterling Suites-Airport	Burlingame	342-4600	$149-159
The Donatello	San Francisco	441-7100	$155-195
Fairmont Hotel & Tower	San Francisco	772-5000	$150-320
Galleria Park	San Francisco	781-3060	$99-135
Handlery Hotel-Union Square	San Francisco	781-7800	$110-135
Hilton-Hilton Square	San Francisco	771-1400	$170-235
Hilton-San Francisco Airport	San Francisco	589-0770	$139-185
Holiday Inn-Marin	San Rafael	479-8800	$79-122
Holiday Inn-Union Square	San Francisco	398-8900	$147-182
Holiday Inn Crowne Plaza	Burlingame	340-8500	$99-114
Hotel Nikko	San Francisco	394-1111	$200-260
Hyatt Fisherman's Wharf	San Francisco	563-1234	$195
Hyatt Regency	San Francisco	788-1234	$149-245
Hyatt Regency-Airport	Burlingame	347-1234	$160-180
Inn at the Opera	San Francisco	683-8400	$110-170
Kensington Park	San Francisco	788-6400	$110-140
Majestic Hotel	San Francisco	441-1100	$75-175
Marriott Airport	Burlingame	692-9100	$165-175
Marriott Courtyard	Larkspur	925-1800	$88-98
Marriott Courtyard	San Bruno	952-3333	$84-94
Marriott Fisherman's Wharf	San Francisco	775-7555	$164-212
Marriott Hotel	San Francisco	896-1600	$149-228
Miyako Hotel	San Francisco	922-3200	$100-169
Orchard Hotel	San Francisco	433-4434	$99-130
Parc Fifty-Five Hotel	San Francisco	392-8000	$170-255
The Regis	San Francisco	928-7900	$100-250
The Savoy	San Francisco	441-2700	$89-115

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Sheraton at Fisherman's Wharf	San Francisco	362-5500	$145-230
Sofitel	Redwood City	598-9000	$130-150
Stanford Park	Menlo Park	322-1234	$155-195
Tuscan Inn at Fisherman's Wharf	San Francisco	561-1100	$145-195
The Westin-Airport	Millbrae	692-3500	$119-179
The Westin St. Francis	San Francisco	397-7000	$160-350

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Amfac Hotel	Burlingame	347-5444	
Ana Hotel	San Francisco	974-6400	$155-240
Clarion Hotel Airport	Millbrae	692-6363	$65-105
Crown Sterling Suites	South San Francisco	589-3400	$105-130
Crown Sterling Suites-Airport	Burlingame	342-4600	$89-159
Doubletree Club Hotel	Burlingame	344-5500	$89-119
Dunfey San Mateo	San Mateo	573-7661	
Embassy Suites	San Rafael	499-9222	$85-110
Fairmont Hotel & Tower	San Francisco	772-5000	$150-290
Grand Hyatt	San Francisco	398-1234	
Hilton-Hilton Square	San Francisco	771-1400	
Hilton-San Francisco Airport	San Francisco	589-0770	
Holiday Inn-Airport	South San Francisco	589-7200	$59-99
Holiday Inn-Foster City	Foster City	570-5700	$85-110
Holiday Inn-Golden Gateway	San Francisco	441-4000	$88-102
Hotel Nikko	San Francisco	394-1111	
Hyatt Regency	San Francisco	788-1234	$115-205
Hyatt Regency-Airport	Burlingame	347-1234	$85-150
Lone Mountain-USF	San Francisco	666-6166	
Mark Hopkins Inter-Continental Hotel	San Francisco	392-3434	$120-200
Marriott Airport	Burlingame	692-9100	$69-179
Marriott Hotel	San Francisco	896-1600	$100-179
Miyako Hotel	San Francisco	922-3200	
Pan Pacific Hotel	San Francisco	771-8600	$185-350
Parc Fifty-Five Hotel	San Francisco	392-8000	
Park Hyatt	San Francisco	392-1234	$175-260
Ramada at Fisherman's Wharf	San Francisco	885-4700	$80-130
Ritz-Carlton Hotel	San Francisco	296-7465	
Sheraton Airport	Burlingame	342-9200	$75-109
Sheraton Palace	San Francisco	546-5000	$160-260
Sir Francis Drake	San Francisco	392-7755	
Sofitel	Redwood City	598-9000	
Stouffer Stanford Court	San Francisco	989-5300	$190-270
Villa Hotel	San Mateo	341-0966	
The Westin-Airport	Millbrae	692-3500	$95-140
The Westin St. Francis	San Francisco	397-7000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Amelio's	San Francisco	397-4339	M-E
The Big 4	San Francisco	771-1140	M-E
*The Blue Fox	San Francisco	771-1140	M-E
Campton Place	San Francisco	781-5155	M
Carnelian Room	San Francisco	433-7500	M-E
Casa Madrona	Sausalito	331-5888	M
Le Castel	San Francisco	921-7115	M
Le Club	San Francisco	771-5400	M
Donatello	San Francisco	441-7182	M-E
*Empress of China	San Francisco	434-1345	M
*Ernie's	San Francisco	397-5969	M-E
Fleur de Lys	San Francisco	673-7779	M-E
Fournou's Ovens	San Francisco	989-1910	M-E
The French Room	San Francisco	775-4700	M-E
House of Prime Rib	San Francisco	885-4605	M
Jin Jiang-Kee Joon's Penthouse	Burlingame	348-1122	M-E
Julius Castle	San Francisco	362-3042	M
Lark Creek Inn	Larkspur	924-7766	M
Lascaux	San Francisco	391-1555	M
Nob Hill	San Francisco	392-3434	M
North Beach	San Francisco	392-1700	M
L'Olivier	San Francisco	981-7824	M
1001 Nob Hill	San Francisco	441-1001	M
Pacific Grill	San Francisco	771-8600	M
Palm Cafe	Menlo Park	322-1234	M
Park Grill	San Francisco	296-2933	M
Postrio	San Francisco	776-7825	M
*Scoma's	San Francisco	771-4383	M
The Shadows	San Francisco	982-5536	M
Silks	San Francisco	986-2020	M-E
Square One	San Francisco	788-1110	M
*Tadich Grill	San Francisco	391-2373	M
Tommy Toy's	San Francisco	397-4888	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 14 mi. S
Time: 20 min.
Taxi: $24.00
Limo: $6.00

DAILY AUTO RENTAL

Average Rate: $41.25

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

SAN JOSE, CAL.

VITAL STATISTICS

Population: 1,512,900
Households: 525,700
Median Age: 32.0
Total EBI: $29,611,407,00
Median Hshld. EBI: $45,662
Total Retail Sales: $12,499,406,000
Buying Power Index: .7511
Chamber of Commerce: 998-7000
Convention & Visitors Bureau: 800-726-5673/295-9600
Telephone Area Code: 408 (Campbell/Cupertino/Los Gatos/Milpitas/San Jose/Santa Clara/Saratoga/Sunnyvale); 415 (Palo Alto)

MEAL & LODGING COSTS

Avg. Daily Lodging: $123.15
Meals: B-$7.49
L-$11.73
D-$19.40

PER DIEM

Total: $161.77
Index: 106

TAX RATES

Meals: 8.25%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Le Baron Hotel	San Jose	453-6200	$105-135
Beverly Heritage	Milpitas	943-9080	$90-119
Campbell Inn	Campbell	374-4300	$85-135
Crown Sterling Suites	Milpitas	942-0400	$89-149
Embassy Suites	Santa Clara	496-6400	$159-175
Hilton Sunnyvale	Sunnyvale	738-4888	$110-170
Holiday Inn-Palo Alto	Palo Alto	328-2800	$106-134
Holiday Inn-Park Center Plaza	San Jose	998-0400	$90-110
Holiday Inn-Sunnyvale	Sunnyvale	245-5330	$94-124
Hyatt Palo Alto	Palo Alto	493-8000	$140-170
Hyatt San Jose	San Jose	993-1234	$139-16[illegible]
Lodge at Villa Felice	Los Gatos	395-6710	$95-130
Marriott Courtyard	Cupertino	252-9100	$62-98
Marriott Hotel	Santa Clara	988-1500	$89-165
Pruneyard Inn	Campbell	559-4300	$99-155
Radisson Haus Inn	Sunnyvale	247-0800	$110-150
Radisson Plaza-Airport	San Jose	452-0200	$110-133
Radisson San Jose	San Jose	972-7800	$99-134
Red Lion Inn	San Jose	453-4000	$145-160
Sheraton Silicon Valley	Milpitas	943-0600	$98-128
Sheraton Sunnyvale Inn	Sunnyvale	745-6000	$98-130
Sundowner Inn	Sunnyvale	734-9900	$93-105
Toll House	Los Gatos	395-7070	$89-101
Woodmark	Santa Clara	446-3030	$119-225

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Le Baron Hotel	San Jose	453-6200	$70-90
Doubletree Hotel	Santa Clara	986-0700	$95-135
Fairmont Hotel	San Jose	998-1900	$125-160
Hilton Sunnyvale	Sunnyvale	738-4888	
Hyatt Palo Alto	Palo Alto	493-8000	$78-125
Hyatt San Jose	San Jose	993-1234	
Marriott Hotel	Santa Clara	988-1500	$55-160
Red Lion Inn	San Jose	453-4000	
Sheraton Silicon Valley	Milpitas	943-0600	$88-98
Sheraton Sunnyvale Inn	Sunnyvale	745-6000	$50-100

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Dartanians	Cupertino	257-1120	M
Emile's	San Jose	289-1960	M
La Mère Michelle	Saratoga	867-5272	M
Plumed Horse	Saratoga	867-4711	M-E
Les Saisons	San Jose	998-1900	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi. NW
Time: 7-10 min.
Taxi: $9.75
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $40.75

SCRANTON-WILKES BARRE, PA.

VITAL STATISTICS
Population: 736,300
Households: 281,400
Median Age: 37.1
Total EBI: $9,129,936,000
Median Hshld. EBI: $24,622
Total Retail Sales: $5,316,827,000
Buying Power Index: .2773
Chamber of Commerce: 342-7711/823-2101
Convention & Visitors Bureau:
800-245-7711/342-7711/288-6784
Telephone Area Code: 717

MEAL & LODGING COSTS
Avg. Daily Lodging: $79.79
Meals: B-N.A.
L-N.A.
D-N.A.

PER DIEM
Total: N.A.
Index: N.A.

TAX RATES
Meals: 6.0%
Lodging: 6.0%.

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western-East Mountian Inn	Wilkes-Barre	822-1011	$65-85
Holiday Inn	Wilkes-Barre	824-8901	$49-89
Holiday Inn-Hazleton	Hazleton	455-2061	$59-79
The Inn at Nichols Village	Clarks Summit	587-1135	$72-116
Royce Hotel	Scranton	342-8300	$84-94
Sheraton Hotel	Scranton	344-9811	$68-88
Woodlands Inn & Resort	Wilkes-Barre	824-9831	$56-113

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Ramada Hotel	Wilkes-Barre	824-7100	$55-60

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Scatton's	Hazleton	455-6630	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 10 mi.
Time: 15-20 min.
Taxi: $12.00
Limo: $10.50

DAILY AUTO RENTAL
Average Rate: $42.75

SEATTLE, WASH.

VITAL STATISTICS
Population: 2,006,700
Households: 801,200
Median Age: 33.4
Total EBI: $36,002,961,000
Median Hshld. EBI: $36,423
Total Retail Sales: $17,680,635,000
Buying Power Index: .9681
Chamber of Commerce: 389-7200
Convention & Visitors Bureau: 461-5800
Telephone Area Code: 206

MEAL & LODGING COSTS
Avg. Daily Lodging: $125.44
Meals: B-$8.75
L-$9.97
D-$20.18

PER DIEM
Total: $164.34
Index: 108

TAX RATES
Meals: 8.2%
Lodging: 14.2%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Airport Executel	Seattle	878-1814	$79-99
Best Western Greenwood	Bellevue	455-9444	$72-88
Doubletree Inn	Seattle.	246-8220	$94-104
Doubletree Suites	Seattle	575-8220	$110-200
Edgewater Inn	Seattle	728-7000	$100-165
Hilton	Seattle	624-0500	$133-198
Hilton Bellevue	Bellevue	455-3330	$93-109
Hilton Seattle Airport	Seattle	244-4800	$110-150
Holiday Inn Airport	Seattle	248-1000	$88-103
Holiday Inn Crowne Plaza	Seattle	464-1980	$145-172
Holiday Inn Issaquah	Issaquah	392-6421	$59-68
Hyatt Regency	Bellevue	462-1234	$145-189
Inn at the Market	Seattle	446-4484	$85-160
Marina Village Inn	Everett	259-4040	$72-92
Marriott Sea-Tac	Seattle	241-2000	$122-132
Mayflower Park	Seattle	623-8700	$95-125
Meany Tower	Seattle	634-2000	$86-102
Radisson Seattle Airport	Seattle	244-6000	$93-115
Red Lion Hotel-Bellevue	Bellevue	455-1300	$130-145
Red Lion Hotel-Bellevue Center	Bellevue	455-1515	$85-145
Red Lion Hotel Sea-Tac	Seattle	246-8600	$119-154
Sheraton Hotel & Towers	Seattle	621-9000	$150-200
Warwick	Seattle	443-4300	$155-200
Westin Seattle	Seattle	728-1000	$175-220

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Four Seasons Olympic Hotel	Seattle	621-1700	$115-165
Hilton Seattle Airport	Seattle	244-4800	$85-140
Holiday Inn-Renton	Renton	226-7700	$59-79
Hyatt Regency	Bellevue	462-1234	$89-109
Marriott Sea-Tac	Seattle	241-2000	
Quality Inn	Everett	745-2555	$55-61
Quality Inn Sea-Tac	Seattle	246-9110	$48-53
Radisson Seattle Airport	Seattle	244-6000	$77-109
Red Lion Hotel-Bellevue	Bellevue	455-1300	$69-125
Red Lion Hotel Sea-Tac	Seattle	246-8600	$70-110
Sheraton Hotel & Towers	Seattle	621-9000	
Stouffer Madison Hotel	Seattle	583-0300	
West Coast Everett Pacific Hotel	Everett	339-3333	$59-69
Westin Seattle	Seattle	728-1000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Adriatica	Seattle	285-5000	M
Cafe Alexis	Seattle	624-3646	M
Cafe Sophie	Seattle	441-6139	M
Canlis	Seattle	283-3313	M-E
Fuller's	Seattle	621-9000	M
Georgian Room	Seattle	621-1700	M-E
Gerard's Relais de Lyon	Seattle	485-7600	M-E
Hunt Club	Seattle	622-6400	M-E
*Ivar's Indian Salmon House	Seattle	632-0767	M
Labuznik	Seattle	441-8899	M-E
Latitude 47	Seattle	284-1047	M
Prego's	Seattle	583-0300	M
Le Provencal	Kirkland	827-3300	M
Rover's	Seattle	325-7442	M-E
*Ray's Boathouse	Seattle	789-3770	M
Salish Lodge Dining Room	Snoqualmie Falls	831-6517	M
Le Tastevin	Seattle	283-0991	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 13 mi. S
Time: 20-40 min.
Taxi: $25.25
Limo: $6.00

DAILY AUTO RENTAL
Average Rate: $46.25

Note: An asterisk (*) indicates a 1991 S&MM BEDA (Business Executives' Dining Award) winner.

SPOKANE, WASH.

VITAL STATISTICS
Population: 362,200
Households: 142,000
Median Age: 33.1
Total EBI: $4,298,036,000
Median Hshld. EBI: $23,479
Total Retail Sales: $2,989,839,000
Buying Power Index: .1399
Chamber of Commerce: 624-1393
Convention & Visitors Bureau: 624-1341
Telephone Area Code: 509

MEAL & LODGING COSTS
Avg. Daily Lodging: $92.80
Meals: B-N.A.
L-N.A.
D-N.A.

PER DIEM
Total: N.A.
Index: N.A.

TAX RATES
Meals: 7.9%
Lodging: 7.9%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Cavanaugh's River Inn	Spokane	326-5577	$73-87
Marriott Courtyard	Spokane	456-7600	$58-80
Quality Inn-Valley Suites	Spokane	928-5218	$55-80
Red Lion Motor Inn	Spokane	924-9000	$79-100
Sheraton Hotel	Spokane	455-9600	$69-97
Westcoast Ridpath	Spokane	838-2711	$65-85

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Cavanaugh's Inn at the Park	Spokane	326-8000	$62-80
Red Lion Motor Inn	Spokane	924-9000	$53-79
Sheraton Hotel	Spokane	455-9600	
Westcoast Ridpath	Spokane	838-2711	$59-89

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Patsy Clark's	Spokane	838-8300	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 6 mi. SW
Time: 15-20 min.
Taxi: $12.00
Limo: N.A.

DAILY AUTO RENTAL
Average Rate: $44.00

SPRINGFIELD, MASS.

VITAL STATISTICS
Population: 606,600
Households: 221,400
Median Age: 32.8
Total EBI: $8,288,871,000
Median Hshld. EBI: $28,208
Total Retail Sales: $4,517,126,000
Buying Power Index: .2418
Chamber of Commerce: 787-1555
Convention & Visitors Bureau: 787-1548
Telephone Area Code: 413; 508 (West Brookfield)

MEAL & LODGING COSTS
Avg. Daily Lodging: $121.00
Meals: B-$7.59
L-$8.45
D-$17.96

PER DIEM
Total: $155.00
Index: 102

TAX RATES
Meals: 5.0%
Lodging: 9.7%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Marriott Springfield	Springfield	781-7111	$119-149
Northampton Hotel	Northampton	584-3100	$74-134
Sheraton-Monarch Place	Springfield	781-1010	$110-140

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Marriott Springfield	Springfield	781-7111	$69-115
Ramada West	West Springfield	781-8750	$55-65
Sheraton-Monarch Place	Springfield	781-1010	$75-125

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Beardsley's Cafe	Northampton	586-2699	M
Delony House	Holyoke	532-1800	M
Hofbrauhaus	West Springfield	737-4905	M-E
Old Storrowton Tavern	West Springfield	732-4188	M
Salem Cross Inn	West Brookfield	867-8337	M
Yankee Pedlar	Holyoke	532-9494	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 18 mi. S
Time: 30 min.
Taxi: $28.00
Limo: N.A.

DAILY AUTO RENTAL
Average Rate: $42.75

ST. LOUIS, MO.

VITAL STATISTICS
Population: 2,456,900
Households: 929,000
Median Age: 33.2
Total EBI: $36,858,818,000
Median Hshld. EBI: $31,099
Total Retail Sales: $18,177,891,000
Buying Power Index: 1.0241
Chamber of Commerce: 444-1150
Convention & Visitors Bureau: 800-325-7962/ 421-1023
Telephone Area Code: 314

MEAL & LODGING COSTS
Avg. Daily Lodging: $105.61
Meals: B-$6.87
L-$11.32
D-$20.76

PER DIEM
Total: $144.56
Index: 95

TAX RATES
Meals: 6.0%
Lodging: 9.75%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark	St. Louis	241-7400	$135-150
Best Western Henry VIII	St. Louis	731-3040	$65-95
Cheshire Inn & Lodge	Richmond Heights	647-7300	$86-110
Doubletree Hotel & Conference Center	Chesterfield	532-5000	$135-150
Frontenac Grand Hotel & Conference Center	St. Louis	993-1100	$77-111
Hilton Daniele	Clayton	721-0101	$89-129
Hilton Hotel-Airport	Berkeley	426-5500	$89-150
Holiday Inn-Airport Oakland Park	Berkeley	427-4700	$82-107
Holiday Inn-Southwest	St. Louis	821-6600	$67-83
Hotel Majestic	St. Louis	436-2355	$155
Hyatt Regency-Union Station	St. Louis	231-1234	$99-155
Marriott Airport	St. Louis	423-9700	$125-150
Marriott Courtyard	Creve Coeur	993-0515	$78-102
Marriott Courtyard	St. Louis	241-9111	$78-88
Marriott Pavilion	St. Louis	421-1776	$125-145
Mayfair Suites	St. Louis	421-2500	$75
Radisson Hotel	Clayton	726-5400	$70-95
Ramada Inn	Wentzville	327-7001	$35-65
Sheraton Plaza	Maryland Heights	434-5010	$94-125
Sheraton South	Lemay	892-3600	$73-88
Sheraton West Port Inn	Maryland Heights	878-1500	$94-125
Stouffer Concourse	Berkeley	429-1100	$119-149

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark	St. Louis	241-7400	
Clarion Hotel	St. Louis	241-9500	$65-90
Doubletree Hotel & Conference Center	Chesterfield	532-5000	$180-155
Frontenac Grand Hotel & Conference Center	St. Louis	993-1100	
Hilton Hotel-Airport	Berkeley	426-5500	
Holiday Inn-Clayton Plaza	Clayton	863-0400	$50-85
Holiday Inn-Riverfront	St. Louis	621-8200	$49-99
Hyatt Regency-Union Station	St. Louis	231-1234	$105-185
Marriott Airport	St. Louis	423-9700	$65-135
Marriott Pavilion	St. Louis	421-1776	$65-105
Radisson-Airport	Bridgeton	291-6700	$69-119
Ritz-Carlton St. Louis	St. Louis	863-6300	$110-185
Sheraton Plaza	Maryland Heights	434-5010	$62-98
Sheraton St. Louis	St. Louis	231-5100	
Sheraton West Port Inn	Maryland Heights	878-1500	$62-94
Stouffer Concourse	Berkeley	429-1100	$59-109

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Agostino's Colosseum	Creve Coeur	434-2959	M-E
Al Baker's	Richmond Hill	863-8878	M
*Anthony's	St. Louis	231-2434	M-E
L'Auberge Bretonne	Clayton	721-0100	M
Benedetto's	Des Peres	821-2555	M
Boccacio's	St. Charles	947-7737	M
Bruno's Little Italy	St. Louis	781-5988	M
Cafe De France	St. Louis	231-2204	M-E
Chez Louis	Clayton	863-8400	M
Dominic's	St. Louis	771-1632	M
Fio's La Fourchette	Richmond Heights	863-6866	M
G P Agostino's	Ellisville	391-5480	M
Gian Peppe's	St. Louis	772-3303	M
Giovanni's	St. Louis	772-5958	M
Giovanni's Little Place	Ballwin	227-7230	M
John Mineo's	Town & Country	434-5244	M
John Mineo's II & Pauls	St. Louis	421-2324	M
Port St. Louis	Clayton	727-1142	M
The Restaurant	St. Louis	863-6300	M
*Tony's	St. Louis	231-7007	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 13 mi. NW
Time: 20-30 min.
Taxi: $16.50
Limo: $6.00

DAILY AUTO RENTAL
Average Rate: $45.25

Note: An asterisk (*) indicates a 1991 S&MM BEDA (Business Executives' Dining Award) winner.

SYRACUSE, N.Y.

VITAL STATISTICS
Population: 661,000
Households: 244,300
Median Age: 32.2
Total EBI: $9,462,606,000
Median Hshld. EBI: $29,574
Total Retail Sales: $4,863,427,000
Buying Power Index: .2685
Chamber of Commerce: 470-1800
Convention & Visitors Bureau: 800-234-4797/470-1800
Telephone Area Code: 315

MEAL & LODGING COSTS
Avg. Daily Lodging: $104.50
Meals: B-$6.28
L-$9.90
D-$19.18

PER DIEM
Total: $139.86
Index: 92

TAX RATES
Meals: 7.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Captain's Quarters	Oswego	342-4040	$65-135
Embassy Suites	East Syracuse	446-3200	$99-149
Hilton at Syracuse Square	Syracuse	471-7300	$79-124
Holiday Inn-North	North Syracuse	457-4000	$80-95
Hotels at Syracuse Square	Syracuse	422-5121	$57-80
Marriott Courtyard	Syracuse	432-0300	$75-90
Marriott Syracuse	East Syracuse	432-0200	$140-175
Quality Inn Riverside	Fulton	593-2444	$65-87
Sheraton Inn Syracuse	Liverpool	457-1122	$83-140
Sheraton University Inn & Conference Center	Syracuse	475-3000	$124-148

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hotels at Syracuse Square	Syracuse	422-5121	$57-97
Marriott Syracuse	East Syracuse	432-0200	$70-130
Sheraton Inn Syracuse	Liverpool	457-1122	$69-130
Sheraton University Inn & Conference Center	Syracuse	475-3000	$88-104

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Brae Loch Inn	Cazenovia	655-3431	M
Crittela's Ristorante	Manlius	682-4230	M
Krebs	Skaneateles	685-5714	M-E
Nikki's Downtown	Syracuse	424-1172	M
Park Circle	Syracuse	428-0647	M
Sterio's Landmark	Syracuse	472-8883	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 6.5 mi. NE
Time: 10-15 min.
Taxi: $10.50
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $49.75

TACOMA, WASH.

VITAL STATISTICS

Population: 594,700
Households: 217,900
Median Age: 31.3
Total EBI: $6,857,644,000
Median Hshld. EBI: $24,514
Total Retail Sales: $4,066,724,000
Buying Power Index: .2129
Chamber of Commerce: 627-2175
Convention & Visitors Bureau: 627-2836
Telephone Area Code: 206

MEAL & LODGING COSTS

Avg. Daily Lodging: $62.83
Meals: B-N.A.
L-N.A.
D-N.A.

PER DIEM

Total: N.A.
Index: N.A.

TAX RATES

Meals: 8.2%
Lodging: 14.2%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Tacoma	Tacoma	535-2880	$56-75
La Quinta	Tacoma	383-0146	$55-67
Royal Coachman	Tacoma	922-2500	$54-70

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Sheraton Tacoma Hotel	Tacoma	572-3200	$85-95

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Lobster Shop South	Tacoma	759-2165	M
Pacific Rim	Tacoma	627-1009	M
The Rose Room	Tacoma	591-4155	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 23 mi. N
Time: 30-45 min.
Taxi: $36.00
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $35.22

TAMPA-ST.PETERSBURG-CLEARWATER, FLA.

VITAL STATISTICS

Population: 2,110,100
Households: 887,400
Median Age: 38.9
Total EBI: $29,695,225,000
Median Hshld. EBI: $24,976
Total Retail Sales: $16,910,792,000
Buying Power Index: .8733
Chamber of Commerce: 228-7777/821-4069/461-0011
Convention & Visitors Bureau: 800-826-8358/223-1111/892-7892/461-0011
Telephone Area Code: 813

MEAL & LODGING COSTS

Avg. Daily Lodging: $130.74
Meals: B-$7.72
L-$8.15
D-$20.41

PER DIEM

Total: $167.02
Index: 110

TAX RATES

Meals: 6-7.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Alden Hotel	St. Petersburg Bch.	360-7081	$109-144
Best Western Seastone Resort	Clearwater Beach	441-1722	$89-99
Clearwater Beach Hotel	Clearwater Beach	441-2425	$125-160
Guest Quarters	Tampa	875-1555	$99-119
Guest Quarters on Tampa Bay	Tampa	888-8800	$130-150
Hilton	Clearwater Beach	447-9565	$108-181
Hilton & Towers	St. Petersburg	894-5000	$79-139
Hilton Inn	St. Petersburg Bch.	360-1811	$110-155
Hilton-Airport	Tampa	877-6688	$95-160
Hilton-Redington Beach	N. Redington Beach	391-4000	$110-175
Holiday Inn-Airport	Clearwater	577-9100	$81-106
Holiday Inn-Sabal Park	Tampa	623-6363	$95-125
Holiday Inn-Surfside	Clearwater Beach	461-3222	$135-220
Hyatt Regency	Tampa	225-1234	$150-165
Marriott-Airport	Tampa	879-5151	$99-185
Marriott-Westshore	Tampa	287-2555	$150-160
Marriott Courtyard	Clearwater	572-8484	$77-90
Marriott Courtyard	Tampa	874-0555	$89-99
Omni-Westshore	Tampa	289-8200	$125-140
Radisson Bay Harbor Inn	Tampa	281-8900	$99-129
Radisson Suite Resort	Clearwater Beach	596-1100	$150-190
Sandpiper Beach	St. Petersburg Bch.	360-5551	$121-169
Sheraton Sand Key Resort	Clearwater Beach	595-1611	$123-183
Sheraton Tampa East	Tampa	626-0999	$79-109
Trade Winds	St. Petersburg Bch.	367-6461	$159-199

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Don Cesar (a Registry Resort)	St. Petersburg Bch.	360-1881	$100-206
Hilton-Airport	Tampa	877-6688	$65-115
Hilton & Towers	St. Petersburg	894-5000	$79-119
Holiday Inn-Airport	Tampa	879-4800	
Holiday Inn-Ashley Plaza	Tampa	223-1351	$58-68
Holiday Inn-Sabal Park	Tampa	623-6363	$75-105
Hyatt Regency	Tampa	225-1234	
Hyatt Regency Westshore	Tampa	874-1234	
Innisbrook Resort	Tarpon Springs	942-2000	$65-175
Marriott-Airport	Tampa	879-5151	
Marriott-Westshore	Tampa	287-2555	$60-140
Omni-Westshore	Tampa	289-2800	$59-125
Radisson Bay Harbor Inn	Tampa	281-8900	$69-109
Radisson Suite Resort	Clearwater Beach	596-1100	$85-160
Ramada Hotel-Airport	Tampa	877-0534	$45-69
Ramada Resort & Conference Center	Tampa	933-4011	$49-69
Saddlebrook Resort	Wesley Chapel	973-1111	$75-300
Safety Harbor Spa & Conference Center	Safety Harbor	726-1161	$65-185
Sheraton Grand Hotel	Tampa	286-4400	$70-125
Sheraton Sand Key Resort	Clearwater Beach	595-1611	
Trade Winds	St. Petersburg Bch.	367-6461	$90-160
Wyndham Harbour Island	Harbour Island	229-5000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Armani's	Tampa	874-1234	M
Basta's	St. Petersburg	894-7880	M
Bentley's	Clearwater	797-1177	M
*Bern's Steak House	Tampa	251-2421	M-E
Black Swan	Clearwater	535-7926	M
Bob Heilman's Beachcomber	Clearwater Beach	442-4144	M
Columbia	Tampa	248-4961	M
Cypress Room	Wesley Chapel	973-1111	M
*Donatello	Tampa	875-6660	M
Harbour View	Harbour Island	229-5001	M
King Charles	St. Petersburg Bch	360-1881	M-E
Le Pompano	Indian Shores	596-0333	M
RG's at City Center	Tampa	229-5536	M
Seaport Inn	Port Richey	863-5402	M
Wine Cellar	N. Redington Beach	393-3491	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. NW
Time: 10-15 min.
Taxi: $14.00
Limo: $10.00

DAILY AUTO RENTAL

Average Rate: $30.25

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

TOLEDO, OHIO

VITAL STATISTICS

Population: 614,800
Households: 231,000
Median Age: 32.0
Total EBI: $8,105,204,000
Median Hshld. EBI: $27,210
Total Retail Sales: $4,551,332,000
Buying Power Index: .2404
Chamber of Commerce: 243-8191
Convention & Visitors Bureau:
800-243-4667/321-6404
Telephone Area Code: 419

MEAL & LODGING COSTS

Avg. Daily Lodging: $83.13
Meals: B-$5.68
L-$7.09
D-$18.61

PER DIEM
Total: $114.51
Index: 75

TAX RATES
Meals: 6.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Hotel	Toledo	381-6800	$69-119
Holiday Inn-Southwyck	Toledo	381-8765	$39-80
Marriott Courtyard	Holland	866-1001	$70-80
Marriott Portside-Toledo	Toledo	241-1411	$99-109

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn-French Quarter	Perrysburg	874-3111	$54-118
Marriott Portside-Toledo	Toledo	241-1411	$49-65
Radisson	Toledo	241-3000	$55-89
Sheraton Westgate	Toledo	535-7070	$60-97

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Fifi's	Toledo	866-6777	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 17 mi. SW
Time: 20 min.
Taxi: $28.00
Limo: $15.00

DAILY AUTO RENTAL

Average Rate: $48.00

TUCSON, ARIZ.

VITAL STATISTICS

Population: 677,900
Households: 266,200
Median Age: 32.8
Total EBI: $7,683,515,000
Median Hshld. EBI: $21,969
Total Retail Sales: $4,617,475,000
Buying Power Index: .2404
Chamber of Commerce: 792-1212
Convention & Visitors Bureau:
800-638-8350/624-1817
Telephone Area Code: 602

MEAL & LODGING COSTS

Avg. Daily Lodging: $95.42
Meals: B-$7.46
L-$9.56
D-$18.50

PER DIEM
Total: $130.94
Index: 86

TAX RATES
Meals: 7.0%
Lodging: 9.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Royal Sun	Tucson	746-0271	$65-80
Clarion Hotel-Airport	Tucson	746-3932	$50-110
Doubletree Hotel	Tucson	881-4200	$110-120
Embassy Suites-Broadway	Tucson	745-2700	$84-114
Embassy Suites Hotel & Conference Center	Tucson	573-0700	$90-105
Hilton & Towers	Tucson	721-5600	$95-105
Holiday Inn-Palo Verde Plaza	Tucson	746-1161	$55-90
Marriott Courtyard-Airport	Tucson	573-0000	$72-88
Park Tucson Hotel	Tucson	323-6262	$105-155
Radisson Suite Hotel	Tucson	721-7100	$115-125
Ramada Inn-Airport	Tucson	294-5250	$55-99
Smuggler's Inn	Tucson	296-3292	$49-95
Viscount Suite Hotel	Tucson	745-6500	$122-132

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Embassy Suites Hotel & Conference Center	Tucson	573-0700	$59-89
Holiday Inn-Broadway	Tucson	624-8711	
Holiday Inn-Palo Verde Plaza	Tucson	746-1161	
Loew's Ventana Canyon	Tucson	299-2020	$210-305
Park Tucson Hotel	Tucson	323-6262	$45-125
Ramada Inn-Downtown	Tucson	624-8341	
Sheraton El Conquistador	Tucson	742-7000	$70-215
Westin La Paloma	Tucson	742-6000	
Westward Look Resort	Tucson	297-1151	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Anthony's in the Catalina's	Tucson	299-1771	M
Cafe Terra Cotta	Tucson	577-8100	M
Capriccio	Tucson	887-2333	M
Charles	Tucson	296-7173	M
Daniel's	Tucson	742-3200	M
Janos	Tucson	884-9426	M
Jerome's	Tucson	721-0311	M
Olive Tree	Tucson	298-1845	M
Painted Desert	Tucson	795-8440	M-E
Palomino	Tucson	795-5561	M
Scordato's	Tucson	792-3055	M
The Tack Room	Tucson	722-2800	M-E
Ventana Room	Tucson	299-2020	M
La Villa	Tucson	577-5806	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. S
Time: 15-20 min.
Taxi: $14.50
Limo: $10.25

DAILY AUTO RENTAL

Average Rate: $41.25

TULSA, OKLA.

VITAL STATISTICS

Population: 711,000
Households: 278,100
Median Age: 33.0
Total EBI: $8,805,237,000
Median Hshld. EBI: $24,266
Total Retail Sales: $5,239,853,000
Buying Power Index: .2695
Chamber of Commerce: 585-1201
Convention & Visitors Bureau:
800-558-3311/585-1201
Telephone Area Code: 918

MEAL & LODGING COSTS

Avg. Daily Lodging: $104.70
Meals: B-$5.78
L-$8.55
D-$18.42

PER DIEM
Total: $137.47
Index: 90

TAX RATES
Meals: 7.0%
Lodging: 12.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Doubletree at Warren Place	Tulsa	495-1000	$104-134
Doubletree Downtown	Tulsa	587-8000	$99-139
Embassy Suites	Tulsa	622-4000	$109-124
Holiday Inn-Tulsa Central Holidome	Tulsa	663-4541	$54-61
Sheraton Kensington	Tulsa	493-7000	$89-134

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Camelot Hotel	Tulsa	747-8811	$49-75
Doubletree at Warren Place	Tulsa	495-1000	
Doubletree Downtown	Tulsa	587-8000	$59-89
Grandview Hotel	Tulsa	492-5000	
Marriott Hotel	Tulsa	627-5000	$49-98
Park Plaza Hotel	Tulsa	622-7000	$35-97
Sheraton Kensington	Tulsa	493-7000	
Westin Williams Center	Tulsa	582-9000	$70-100

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Atlantic Sea Grill	Tulsa	252-7966	M
Fountains	Tulsa	749-9916	M
Montagues Grill	Tulsa	582-9000	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 9 mi. NE
Time: 15-20 min.
Taxi: $12.75
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $38.75

WASHINGTON, D.C.

VITAL STATISTICS

Population: 3,988,400
Households: 1,482,700
Median Age: 32.6
Total EBI: $79,218,897,000
Median Hshld. EBI: $42,929
Total Retail Sales: $32,925,657,000
Buying Power Index: 1.9964
Chamber of Commerce: 347-7201
Convention & Visitors Bureau: 789-7000
Telephone Area Code: 202

MEAL & LODGING COSTS

Avg. Daily Lodging: $202.63
Meals: B-$8.85
L-$15.75
D-$24.96

PER DIEM

Total: $252.19
Index: 165

TAX RATES

Meals: 6.0%
Lodging: 11.0%

HOTELS/MOTELS (District of Columbia Only)

NAME	QUADRANT	PHONE	RATES
Channel Inn	SW	554-2400	$100-135
Embassy Suites-Chevy Chase Pavilion	NW	362-9300	$140-155
Grand Hotel	NW	429-0100	$210-250
Grand Hyatt Washington	NW	582-1234	$189-264
Henley Park	NW	638-5200	$145-235
Hilton & Towers	NW	483-3000	$166-256
Hilton Hotel-Capital	NW	393-1000	$205-250
Holiday Inn Crowne Plaza	NW	737-2200	$165-205
Hyatt Regency	NW	737-1234	$169-230
J.W. Marriott	NW	393-2000	$199-274
Jefferson Hotel	NW	347-2200	$190-300
Loews L'Enfant Plaza	SW	484-1000	$145-225
Madison Hotel	NW	862-1600	$195-420
One Washington Circle	NW	872-1680	$125-300
Radisson Park Terrace	NW	232-7000	$119-149
Ramada Renaissance-Techworld	NW	898-9000	$155-215
Washington Court-Capitol Hill	NW	628-2100	$160-300
Washington Vista	NW	429-1700	$145-245
Wyndham Bristol	NW	955-6400	$155-215

MEETING SITES/CONFERENCE CENTERS

NAME	QUADRANT	PHONE	GROUP RATES
Ana Hotel	NW	429-2400	
Georgetown University Conference Center	NW	625-4763	
Grand Hyatt Washington	NW	582-1234	
Hilton & Towers	NW	483-3000	$177-267
Hilton Hotel-Capital	NW	393-1000	$125-225
Hyatt Regency	NW	737-1234	
J.W. Marriott	NW	393-2000	$165-244
Loew's L'Enfant Plaza	SW	484-1000	
Madison Hotel	NW	862-1600	$195-285
Marriott Washington	NW	872-1500	$95-200
Omni Shoreham Hotel	NW	234-0700	$195-215
Park Hyatt	NW	789-1234	
Radisson Park Terrace	NW	232-7000	$89-169
Ramada Renaissance-Techworld	NW	898-9000	$155-195
Sheraton Washington Hotel	NW	232-2571	
The Stouffer Mayflower	NW	347-3000	$135-260
Washington Court-Capitol Hill	NW	628-2100	$99-209
Washington Plaza Hotel	NW	842-1300	$90-130
Washington Vista	NW	429-1700	$115-195
Willard Inter-Continental Hotel	NW	628-9100	$165-244

RESTAURANTS

NAME	QUADRANT	PHONE	PRICE CODE
Adirondacks	NW	682-1840	M
Aux Beaux Champs	NW	342-0444	M-E
Bombay Club	NW	654-3727	M
La Colline	NW	737-0400	M
Colonnade Room	NW	457-5000	M-E
Dominique's	NW	452-1126	M
Filomena Italian Brasserie	NW	338-8800	M-E
Galileo's	NW	293-7191	M
Germaine's	NW	965-1185	M
I Ricchi	NW	835-0549	M
Jean Louis	NW	298-4488	E
Jean Pierre	NW	466-2022	M-E
Jockey Club	NW	659-8000	M
John Hay Room	NW	638-6600	M
Le Lion D'Or	NW	296-7972	M-F
Maison Blanche/Rive Gauche	NW	842-0070	M
Melrose	NW	955-3899	M
Mr. K's	NW	331-8868	M-E
Morton's of Chicago	NW	342-6258	M
Occidental	NW	783-1475	M
*Old Ebbit Grill	NW	347-4800	M
Prime Rib	NW	466-8811	M-E
Roof Terrace	NW	416-8555	M
*Ruth's Chris Steak House	NW	797-0033	M-E

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Sam & Harry's	NW	296-4333	M
Sea Catch	NW	337-8855	M
1789	NW	965-1789	M
Taberna del Alabardero	NW	429-2200	M
Tiberio	NW	452-1915	M-E
Twenty-One Federal	NW	331-9771	M
Vincenzo	NW	667-0047	M
Willard Room	NW	628-9100	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: National-4 mi. S
Dulles-26 mi. W
Time: National-20 min.
Dulles-45-60 min.
Taxi: National-$11.50
Dulles-$39.00
Limo: National-N.A.
Dulles-$12.00

DAILY AUTO RENTAL

Average Rate: $45.25

Notes: The District of Columbia is divided into four quadrants that emanate from the Capitol building. They are **NE** (Northeast), **NW** (Northwest), **SE** (Southeast), and **SW** (Southwest). All D.C. addresses carry one of these designations, and listings of Hotels/Motels, Meeting Sites/Conference Centers, and Restaurants are followed by the appropriate location indicator. In the Restaurant listings, an asterisk (*) indicates a 1991 *S&MM BEDA* (Business Executives' Dining Award) winner.

WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FLA.

VITAL STATISTICS

Population: 896,400
Households: 379,800
Median Age: 40.3
Total EBI: $16,306,397,000
Median Hshld. EBI: $31,461
Total Retail Sales: $8,040,924,000
Buying Power Index: .4378
Chamber of Commerce: 833-3711/395-4433/278-0424
Convention & Visitors Bureau: 800-833-5733/471-3995
Telephone Area Code: 407

MEAL & LODGING COSTS

Avg. Daily Lodging: $144.79
Meals: B-$5.60
L-$9.08
D-$21.11

PER DIEM

Total: $180.58
Index: 125

TAX RATES

Meals: 6.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Brazilian Court	Palm Beach	655-7740	$210-315
Crown Sterling Suites	Boca Raton	997-9500	$115-135
Embassy Suites	Boca Raton	994-8200	$89-110
Hilton Palm Beach	Palm Beach	586-6542	$160-250
Hilton-Airport	West Palm Beach	684-9400	$115-170
Hilton-Jupiter Beach	Jupiter	746-2511	$140-340
Holiday Inn I-95 & Glades	Boca Raton	368-5200	$99-125
Holiday Inn-Catalina	Boynton Beach	737-4600	$49-119
Holiday Inn-Singer Island	Riviera Beach	848-3888	$135-205
Marriott Courtyard	West Palm Beach	640-9000	$64-105
Marriott Crocker Center	Boca Raton	392-4600	$109-184
Marriott Hotel	Palm Beach Gardens	622-8888	$99-145
Ramada Hotel	Boca Raton	395-6850	$75-125
Ramada Hotel	West Palm Beach	833-1234	$85-200
Radisson Suites	Buca Raton	483-3600	$149-199
Radisson Suites	West Palm Beach	622-1000	$149-199
Royce Hotel	West Palm Beach	689-6400	$119-141
Sheraton Inn	West Palm Beach	689-6100	$99-110
Sheraton Ocean Inn	Riviera Beach	842-6171	$109-158

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Boca Raton Resort & Club	Boca Raton	395-3000	$110-335
Breakers Hotel	Palm Beach	655-6611	
Hilton-Airport	West Palm Beach	684-9400	
Holiday Inn-Airport	West Palm Beach	659-3880	
Marriott Crocker Center	Boca Raton	392-4600	
Marriott Hotel	Palm Beach Gardens	622-8888	
Ocean Grand	Palm Beach	582-2800	$100-300
PGA National Resort	Palm Beach Gardens	627-2000	$85-265
Quality Suites	Boca Raton	994-8200	
Ramada Resort	West Palm Beach	833-1234	
Royce Hotel	West Palm Beach	689-6400	$55-110
Sheraton Boca Raton	Boca Raton	368-5252	$49-95

WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FLA. (cont.)

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Arturo's Ristorante	Boca Raton	997-7373	M
Auberge Le Grillon	Boca Raton	997-6888	M
Backstage	Jupiter	747-9533	M
Benvenuto	Boynton Beach	364-0600	M
*Boca Raton Hotel & Club	Boca Raton	395-3000	E
Butlers	Palm Beach	659-5800	M
Cafe Chardonnay	Palm Beach Gardens	627-2662	M
Cafe Cocoanut	North Palm Beach	694-6900	M
Cafe Du Parc	Lake Park	845-0529	M
Cafe L'Europe	Palm Beach	655-4020	M
Canal Street Grille	Delray Beach	278-7816	M
Charley's Crab	Jupiter	744-4710	M
Charley's Crab	Palm Beach	659-1500	M
Chez Marcel	Boca Raton	368-6553	M-E
Conrad's	Boca Raton	395-0633	M
The Dining Room	Palm Beach	659-7840	M-E
Explorers	Palm Beach Gardens	627-2000	M
La Finestra	Boca Raton	392-1838	M
Gazebo Cafe	Boca Raton	395-6033	M
Gerard's	Boca Raton	746-5959	M
J.T.'s Restaurant & Atrium Cafe	Boca Raton	241-9366	M
Joe Muer Seafood	Boca Raton	997-6688	M
Maxaluna	Boca Raton	391-7177	M-E
Morada Grille	Boca Raton	395-0805	M
Providencia and Bistro	Palm Beach	655-2600	M
Raffaello's	Boca Raton	392-4855	M
The Restaurant	Palm Beach	582-2800	M
Roberto	Boca Raton	362-8722	M-E
St. Honoré	Palm Beach Gardens	627-9099	E
La Vieille Maison	Boca Raton	391-6701	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. W
Time: 15 min.
Taxi: $7.50
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $18.94

Note: An asterisk (*) indicates a 1991 *S&MM* BEDA (Business Executives' Dining Award) winner.

WICHITA, KANS.

VITAL STATISTICS

Population: 458,600
Households: 176,700
Median Age: 31.9
Total EBI: $7,123,432,000
Median Hshld. EBI: $30,264
Total Retail Sales: $3,460,419,000
Buying Power Index: .1957
Chamber of Commerce: 265-7771
Convention & Visitors Bureau:
800-288-9424/265-2800
Telephone Area Code: 316

MEAL & LODGING COSTS

Avg. Daily Lodging: $83.90
Meals: B-$6.34
L-$6.68
D-$11.62

PER DIEM

Total: $108.54
Index:71

TAX RATES

Meals: 5.25%
Lodging: 11.25%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton East	Wichita	686-7131	$75-95
Holiday Inn-East	Wichita	685-1281	$54-75
Imperial Suites	Wichita	945-2600	$64-75
Marriott Wichita	Wichita	651-0333	$99-119
Wichita Royale	Wichita	263-2101	$74-109

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Airport	Wichita	945-5272	$60-75
Hilton East	Wichita	686-7131	$50-79
Marriott Wichita	Wichita	651-0333	$99-109
Ramada Hotel-Broadview Place	Wichita	262-5000	$56-195

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Olive Tree	Wichita	636-1100	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 6 mi. SW
Time: 10-15 min.
Taxi: $7.50
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $41.25

WILMINGTON, DEL.

VITAL STATISTICS

Population: 584,400
Households: 214,900
Median Age: 32.9
Total EBI: $9,027,959,000
Median Hshld. EBI: $32,750
Total Retail Sales: $4,899,791,000
Buying Power Index: .2569
Chamber of Commerce: 655-7221
Convention & Visitors Bureau:
800-422-1181/652-4088
Telephone Area Code: 302

MEAL & LODGING COSTS

Avg. Daily Lodging: $106.00
Meals: B-$6.97
L-$11.63
D-$20.97

PER DIEM

Total: $145.57
Index: 96

TAX RATES

Meals: None
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western El Capitan	Wilmington	656-9436	$50-86
Christina House	Wilmington	656-9300	$125
Hilton Hotel	Claymont	792-2700	$85-133
Hilton Inn Christiana	Newark	454-1500	$105-130
Marriott Suites	Wilmington	654-8300	$140-160
Radisson Wilmington	Wilmington	655-0400	$59-134
Ramada Inn	New Castle	658-8511	$67-85

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Hotel	Claymont	792-2700	$65-115
Hilton Inn Christiana	Newark	454-1500	
Marriott Suites	Wilmington	654-8300	
Radisson Wilmington	Wilmington	655-0400	$45-109

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Greenery	Wilmington	652-1404	M
Lynnhaven Inn	New Castle	328-2041	M
Silk Purse	Wilmington	654-7666	M-E
Vincente's	Wilmington	652-5142	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. S
Time: 10-12 min.
Taxi: $14.00
Limo: N.A.

DAILY AUTO RENTAL

Average Rate: $32.50

WORCESTER-FITCHBURG-LEOMINSTER, MASS.

VITAL STATISTICS

Population: 717,500
Households: 263,200
Median Age: 33.1
Total EBI: $10,995,940,000
Median Hshld. EBI: $32,267
Total Retail Sales: $5,436,267,000
Buying Power Index: .3046
Chamber of Commerce: 753-2924
Convention & Visitors Bureau: 753-2920
Telephone Area Code: 508

MEAL & LODGING COSTS

Avg. Daily Lodging: $98.00
Meals: B-$6.72
L-$9.61
D-$22.53

PER DIEM

Total: $136.86
Index: 90

TAX RATES

Meals: 5.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Beechwood Inn	Worcester	754-5789	$100-110
Holiday Inn	Worcester	852-4000	$68-85
Marriott Worcester	Worcester	791-1600	$121-141
Ramada Inn-Yankee Drummer	Auburn	832-3221	$80-94
Sheraton Hotel	Leominster	534-9000	$59-99
Sturbridge Host Hotel & Conference Center	Sturbridge	347-7393	$89-130

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn	Worcester	852-4000	$85-130
Marriott Westborough	Westborough	366-5511	$52-105
Marriott Worcester	Worcester	791-1600	$55-107
Sheraton Tara	Worcester	879-7200	$75-120

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Whistling Swan	Sturbridge	347-2321	M

AIRPORT-TO-CITY TRANSPORTATION
Distance: 5 mi. W
Time: 20 min.
Taxi: $8.50
Limo: N.A.

DAILY AUTO RENTAL
Average Rate: $37.46

CANADIAN MARKETS

CALGARY, ALBERTA, CANADA

VITAL STATISTICS
Population: 783,800
Households: 298,500
Median Age: N.A.
Total EBI: $13,476,905,000*
Average Hshld. EBI: $45,149*
Total Retail Sales: $8,328,748,000*
Buying Power Index: 3.4390
Chamber of Commerce: 263-7435
Convention & Visitors Bureau: 263-8510/ 800-661-1678
Telephone Area Code: 403

MEAL & LODGING COSTS*
Avg. Daily Lodging: $133.61
Meals: B-$8.05
L-$9.05
D-$18.72
PER DIEM*
Total: $169.43
Index: 90

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Best Western Hospitality Inn	Calgary	278-5050	$88-101
Best Western Kananaskis Inn	Kananaskis Village	591-7500	$70-105
Blackfoot Inn	Calgary	252-2253	$94-99
CP Chateau Airport	Calgary	291-2600	$99-140
Delta Bow Valley	Calgary	266-1980	$150-165
Hotel Kananaskis	Kananaskis Village	591-7711	$130-180
Lodge at Kananaskis	Kananaskis Village	591-7711	$100-160
Palliser Hotel	Calgary	262-1234	$160-180
Sheraton Cavalier	Calgary	291-0107	$110-120
Skyline Plaza	Calgary	266-7331	$168-179

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Hospitality Inn	Calgary	278-5050	
CP Chateau Airport	Calgary	291-2600	
Delta Bow Valley	Calgary	266-1980	
Marlborough Inn	Calgary	248-8888	
Palliser Hotel	Calgary	262-1234	
Ramada Hotel Downtown	Calgary	263-7300	
Sandman Hotels & Inns	Calgary	237-8626	
Sheraton Cavalier	Calgary	291-0107	
Westin Hotel Calgary	Calgary	266-1611	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Caesar's Steak House	Calgary	264-1222	M-E
Franzl's Gasthaus	Calgary	228-6882	M
Hy's Calgary Steak House	Calgary	263-2222	M
Inn on Lake Bonavista	Calgary	271-67111	M
Mama's Ristorante	Calgary	276-97441	M
Owl's Nest	Calgary	267-2823	M-E
Panorama	Calgary	266-7070	M

AIRPORT-TO-CITY TRANSPORTATION*
Distance: 5 mi. NE
Time: 30 min.
Taxi: $15.50
Limo: $6.00

DAILY AUTO RENTAL*
Average Rate: $39.39

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

MONTREAL, QUEBEC, CANADA

VITAL STATISTICS
Population: 3,145,400
Households: 1,252,900
Median Age: N.A.
Total EBI: $47,193,898,000*
Average Hshld. EBI: $37,668*
Total Retail Sales: $25,685,950,000*
Buying Power Index: 11.8368
Chamber of Commerce: 288-9090
Convention & Visitors Bureau: 844-5400
Telephone Area Code: 514

MEAL & LODGING COSTS*
Avg. Daily Lodging: $135.83
Meals: B-$9.04
L-$16.68
D-$21.87
PER DIEM*
Total: $182.92
Index: 98

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Le Chateau Champlain	Montreal	878-9000	$179-199
Chateau Versailles	Montreal	933-3611	$90-139
La Citadelle	Montreal	844-8851	$115-160
Delta Montreal	Montreal	286-1986	$145-160
Holiday Inn Crowne Plaza	Montreal	842-6111	$120-160
Hostellerie Les Trois Tilleuls	St-Marc-sur-Richelieu	584-2231	$92-145
Hostellerie Rive Gauche	Beloeil	467-4650	$92-145
Hotel Des Gouverneurs	Longueuil	651-6510	$90-110
Howard Johnson Plaza Hotel	Montreal	842-3961	$111-116
Le Pavillon	Montreal	731-7821	$103-129
Queen Elizabeth	Montreal	861-3511	$150-215
Ramada Renaissance Du Parc	Montreal	288-6666	$135-160

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Auberge Universal	Montreal	253-3365	
Le Chateau Champlain	Montreal	878-9000	
Le Chateau de L'Aerport	Mirabel	476-1611	
Delta Montreal	Montreal	286-1986	
Le Grand Hotel	Montreal	879-1370	
Hilton Airport	Dorval	631-2411	
Hilton Bonaventure	Montreal	878-2332	
Holiday Inn-Longueuil	Montreal	670-3030	
Holiday Inn Airport	Dorval	739-3391	
Holiday Inn Crowne Plaza	Montreal	842-8581	
Hotel des Gouverneurs Place Dupis	Montreal	842-4881	
Howard Johnson Plaza Hotel	Montreal	842-3961	
Meridien Montreal	Montreal	285-1450	
Queen Elizabeth	Montreal	861-3511	
Ramada-Olympic Park	Montreal	256-9011	
Ramada Hotel-Airport	Ville Saint Laurent	342-2262	
Ramada Inn-Downtown	Montreal	866-4611	
Ramada Renaissance Du Parc	Montreal	288-6666	
Ritz-Carlton	Montreal	842-4212	
Sheraton Centre	Montreal	878-2000	
Sheraton Laval	Laval	687-2440	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Au Tournant De La Riviere	Carignan	658-7372	E
Auberge Le Vieux St. Gabriel	Montreal	878-3561	M
Aux Chantingnoles	Montreal	423-6341	M-E
Cafe De Paris	Montreal	842-4212	M-E
Le Cafe Fleuri	Montreal	285-1450	M
Le Castillon	Montreal	878-2332	M-E
Le Caveau	Montreal	844-1624	M
Les Chenets	Montreal	844-1842	M-E
Chez La Mere Michel	Montreal	934-0473	M
Les Filles Du Roy	Montreal	849-3535	M
Francois Et Fils	Basiliaire	843-8856	M
Les Halles	Montreal	844-2328	M-E
Katsura Montréal	Montreal	849-1172	M
La Marée	Montreal	861-8126	M
Le Mitoyen	Montreal	689-2977	M-E
Le Restaurant	Montreal	284-1110	M-E
Les Trois Tilleuls	St.-Marc-sur-Richelieu	584-2231	M-E

AIRPORT-TO-CITY TRANSPORTATION*
Distance: 12 mi. NW
Time: 20-30 min.
Taxi: 26.30
Limo: $7.00

DAILY AUTO RENTAL*
Average Rate: $49.42

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

OTTAWA, ONTARIO, CANADA

VITAL STATISTICS

Population: 894,100
Households: 341,400
Median Age: N.A.
Total EBI: $16,044,222,000*
Average Hshld. EBI: $46,995*
Total Retail Sales: $5,588,741,000*
Buying Power Index: 3.4379
Chamber of Commerce: 238-4000
Convention & Visitors Bureau: 237-5150
Telephone Area Code: 613 (Ontario); 819 (Quebec)

MEAL & LODGING COSTS*

Avg. Daily Lodging: $155.79
Meals: B-$9.85
L-$11.77
D-$16.17

PER DIEM*

Total: $183.58
Index: 103

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Albert at Bay	Ottawa	238-8858	$95-145
Chateau Laurier	Ottawa	232-6411	$109-199
Delta Ottawa	Ottawa	238-6000	$140-175
Hilton Hotel	Ottawa	238-1500	$160-190
Plaza De La Chaudiere	Hull, Quebec	778-3880	$120-130
Radisson-Ottawa Centre	Ottawa	238-1122	$150-170
Westin Ottawa	Ottawa	560-7000	$169-229

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Chateau Laurier	Ottawa	232-6411	
Delta Ottawa	Ottawa	238-6000	
Novotel Ottawa	Ottawa	230-3033	
Radisson-Ottawa Centre	Ottawa	238-1122	
Skyline Ottawa	Ottawa	237-3600	
University of Ottawa	Ottawa	564-3463	
Westin Ottawa	Ottawa	560-7000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Cica Branko	Ottawa	234-0064	M
Stewart's Green Valley	Ottawa	225-8770	M

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 5 mi. S
Time: 20-30 min.
Taxi: $17.00
Limo: $5.50

DAILY AUTO RENTAL*

Average Rate: $34.92

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

TORONTO, ONTARIO, CANADA

VITAL STATISTICS

Population: 3,663,300
Households: 1,320,100
Median Age: N.A.
Total EBI: $69,603,814,000
Average Hshld. EBI: $52,726*
Total Retail Sales: $25,134,186,000*
Buying Power Index: 14.8835
Chamber of Commerce: 366-6811
Convention & Visitors Bureau: 368-9990
Telephone Area Code: 416

MEAL & LODGING COSTS*

Avg. Daily Lodging: $157.25
Meals: B-$8.19
L-$15.15
D-$21.77

PER DIEM*

Total: $202.36
Index: 108

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Bradgate Arms	Toronto	968-1331	$140-170
The Camberley Club Hotel	Toronto	947-9025	$190-260
Delta Chelsea Inn	Toronto	595-1975	$115-140
Delta Meadowvale Resort & Conference Center	Mississauga	821-1981	$135-155
Hilton International-Airport	Mississauga	677-9900	$124-160
Hilton International-Toronto	Toronto	869-3456	$140-230
Holiday Inn Crowne Plaza	Etobicoke	675-7611	$130-145
Holiday Inn on King	Toronto	599-4000	$95-175
Hotel Inter-Continental	Toronto	960-5200	$169-235
Howard Johnson-East	Scarborough	439-6200	$89-119
Howard Johnson Plaza-The Westbury	Toronto	924-0611	$102-162
King Edward	Toronto	863-9700	$215-315
Marriott Airport	Rexdale	674-9400	$134-170
Novotel-Toronto Centre	Toronto	367-8900	$134-154
Park Plaza	Toronto	924-5471	$175-245
Radisson-Don Valley	Don Mills	449-4111	$124-170
Radisson-Hotel Admiral	Toronto	364-5444	$150-205
Ramada-Airport West	Mississauga	624-1144	$104-122
Ramada-Don Valley	Willowdale	493-9000	$85-130
Ramada Renaissance	Toronto	961-8000	$155-210
Regal Constellation	Etobicoke	675-1500	$88-135
Royal York	Toronto	368-2511	$150-215
Sheraton Centre	Toronto	361-1000	$125-215
Sheraton Hotel & Towers East	Scarborough	299-1500	$145-160
Skyline Airport Tower	Rexdale	244-1711	$99-149
Westin Harbour Castle	Toronto	869-1600	$119-200

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Carlton Place	Rexdale	675-1234	
Best Western Primrose Hotel	Toronto	977-8000	
Bond Place Hotel	Toronto	362-6061	
Bristol Place Hotel	Rexdale	675-9444	
Chestnut Park Hotel	Toronto	977-5000	
Days Inn-Airport	Mississauga	678-1400	
Delta Chelsea Inn	Toronto	595-1975	
Delta Meadowvale Resort & Conference Center	Mississauga	821-1981	
Four Seasons	Yorkville	964-0411	
Four Seasons Inn on the Park	Don Mills	444-2561	
Hilton International-Airport	Mississauga	677-9900	
Hilton International-Toronto	Toronto	869-3456	
Holiday Inn-Downtown	Toronto	977-0707	
Holiday Inn-Yorkdale	Toronto	789-5161	
Holiday Inn Crowne Plaza	Etobicoke	675-7611	
Hospitality York	North York	735-5020	
L'Hotel	Toronto	597-1400	
Howard Johnson-Airport	Etobicoke	675-6100	
Howard Johnson Plaza-The Westbury	Toronto	924-0611	
Kempinski Sutton Place Hotel	Toronto	924-9221	
King Edward	Toronto	863-9700	
Markham Suites	Markham	470-8500	
Marriott Airport	Rexdale	674-9400	
Marriott Eaton Centre	Toronto	597-9200	
Novotel-Mississauga	Mississauga	896-1000	
Park Plaza	Toronto	924-5471	
Prince Hotel	Don Mills	444-2511	
Radisson-Don Valley	Don Mills	449-4111	
Ramada-Airport West	Mississauga	624-1144	
Ramada-Don Valley	Willowdale	493-9000	
Ramada-400/401 Conf. Center	Ontario	249-8171	
Ramada Renaissance	Toronto	961-8000	
Regal Constellation	Etobicoke	675-1500	
Royal York	Toronto	368-2511	
Sheraton Centre	Toronto	361-1000	
Sheraton Hotel & Towers East	Scarborough	299-1500	
Sheraton Parkway	Richmond Hill	881-2121	
Skyline Airport Tower	Rexdale	244-1711	
Swissotel	Mississauga	672-7000	
Travelodge Toronto	Willowdale	493-7000	
Valhalla Inn	Etobicoke	239-2391	
Venture Inn-Airport	Etobicoke	674-2222	
Westin Harbour Castle	Toronto	869-1600	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Bangkok Garden	Toronto	977-6748	M-E
Cafe Victoria	Toronto	863-9700	M
Carman's Club	Toronto	924-8697	M
Centro Grill	Toronto	483-2211	M-E
Chanterelles	Toronto	597-1400	M-E
Clair De Lune	Scarborough	759-2268	M
Le Continental	Don Mills	444-2511	M-E
David Duncan House	Don Mills	391-1424	M-E
Ed's Warehouse Restaurant	Toronto	593-6676	M
Ellas	Toronto	463-0334	M
Guild Inn	Toronto	261-3331	M
Lichee Garden	Toronto	977-3481	M
Millcroft Inn	Alton	791-4422	M-E
Old Barber House	Mississauga	858-7570	M
Old Mill	Toronto	236-2641	M-E
Parioli	Toronto	921-3105	M-E

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Pronto	Toronto	486-1111	M-E
Quo Vadis	Toronto	977-9900	M
Le Rendez-vous	Toronto	961-6111	M-E
Sanssouci	Toronto	924-9221	E
La Scala	Toronto	964-7100	M-E
Scaramouche	Toronto	961-8011	M-E
Seasons Room	Toronto	444-2561	M-E
Top of Toronto	Toronto	362-5411	M-E
Truffles	Toronto	964-0411	E
Winston's	Toronto	363-1627	M-E
Zachary's	Rexdale	675-9444	M-E

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 18 mi. NW
Time: 30-45 min.
Taxi: $26.00
Limo: $8.50

DAILY AUTO RENTAL*

Average Rate: $38.45

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

VANCOUVER, BRITISH COLUMBIA, CANADA

VITAL STATISTICS

Population: 1,503,800
Households: 598,100
Median Age: N.A.
Total EBI: $24,611,302,000*
Average Hshld. EBI: $41,149*
Total Retail Sales: $11,057,818,000*
Buying Power Index: 5.7325
Chamber of Commerce: 681-2111
Convention & Visitors Bureau: 682-2226
Telephone Area Code: 604

MEAL & LODGING COSTS*

Avg. Daily Lodging: $176.42
Meals: B-$10.09
L-$12.77
D-$21.12

PER DIEM*

Total: $220.40
Index: 118

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Coast Plaza at Stanley Park	Vancouver	688-7711	$178-233
Delta Pacific Resort & Conference Center	Richmond	278-9611	$109-190
Delta Place	Vancouver	687-1122	$199-220
Delta River Inn	Richmond	278-1241	$150-175
Georgian Court	Vancouver	682-5555	$140-160
Hotel Vancouver	Vancouver	684-3131	$140-285
Hyatt Regency	Vancouver	687-6543	$210-250
Pacific Palisades	Vancouver	688-0461	$145-205
Park Royal	West Vancouver	926-5511	$95-165
Ramada Renaissance	Vancouver	689-9211	$145-240
Sheraton Inn-Burnaby	Burnaby	430-2828	$100-150
Wedgewood	Vancouver	689-7777	$140-210

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Richmond Inn	Richmond	273-7878	
Coast Plaza at Stanley Park	Vancouver	688-7711	
Delta Pacific Resort & Conference Center	Richmond	278-9611	
Delta River Inn	Richmond	278-1241	
Four Seasons Vancouver	Vancouver	689-9333	
Holiday Inn-Vancouver Centre	Vancouver	879-0511	
Hotel Vancouver	Vancouver	684-3131	
Meridien	Vancouver	682-5511	
Ramada Renaissance	Vancouver	689-9211	
Sheraton Inn-Burnaby	Burnaby	430-2828	
Sheraton Landmark Hotel	Vancouver	687-0511	
UBC Conference Center	Vancouver	882-1060	
Waterfront Centre Hotel	Vancouver	691-1991	
Westin Bayshore	Vancouver	682-3377	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Bishop's	Vancouver	738-2025	M
Bridge House	Vancouver	987-3388	M
The Cannery	Vancouver	254-9606	M
Chartwell	Vancouver	689-9333	M-E
Le Club	Vancouver	682-5511	M-E
La Cote D'Azur	Vancouver	685-2629	M
Le Crocodile	Vancouver	669-4298	M
Five Sails	Vancouver	662-8111	M-E
Il Giardino Di Umberto	Vancouver	669-2422	M-E
Hy's Mansion	Vancouver	689-1111	M
Kettle of Fish	Vancouver	682-6661	M
The Landing	Vancouver	688-4800	M
Papillote	Vancouver	876-9256	M
Peppi's	West Vancouver	922-7950	M
Tai Chi Hin	Vancouver	682-1888	M-E
Teahouse	West Vancouver	669-3281	M
Trader Vic's	Vancouver	682-3377	M-E
Umberto's Ristorante Italiano	Vancouver	687-6316	M-E
William Tell	Vancouver	688-3504	M-E

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 11 mi. SW
Time: 23-30 min.
Taxi: $16.00
Limo: $6.25

DAILY AUTO RENTAL*

Average Rate: $45.95

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

WINNIPEG, MANITOBA, CANADA

VITAL STATISTICS

Population: 611,700
Households: 241,000
Median Age: N.A.
Total EBI: $9,272,026,000*
Average Hshld. EBI: $38,473*
Total Retail Sales: $4,094,463,000*
Buying Power Index: 2.1829
Chamber of Commerce: 944-8484
Convention & Visitors Bureau: 800-665-0204/943-1970
Telephone Area Code: 204

MEAL & LODGING COSTS*

Avg. Daily Lodging: $114.81
Meals: B-$8.19
L-$12.76
D-$20.49

PER DIEM*

Total: $156.25
Index: 83

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Auberge Universal-Fort Garry	Winnipeg	942-8251	$79-109
Best Western International	Winnipeg	786-4801	$63-69
Birchwood Inn	Winnipeg	885-4478	$77-95
Delta Winnipeg	Winnipeg	956-0410	$160
Holiday Inn Crowne Plaza-Downtown	Winnipeg	942-0551	$110-125
Holiday Inn-South	Winnipeg	452-4747	$81-90
The Sheraton	Winnipeg	942-5300	$127-177
The Westin	Winnipeg	957-1350	$140-175

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western International	Winnipeg	786-4801	
Delta Winnepeg	Winnepeg	956-0410	
Holiday Inn Crowne Plaza-Downtown	Winnipeg	942-0551	
The Sheraton	Winnipeg	942-5300	
The Westin	Winnipeg	957-1350	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Hy's Steak Loft	Winnipeg	942-1000	M

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 4 mi. W
Time: 15 min.
Taxi: $7.00
Limo: $7.00

DAILY AUTO RENTAL*

Average Rate: $42.95

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

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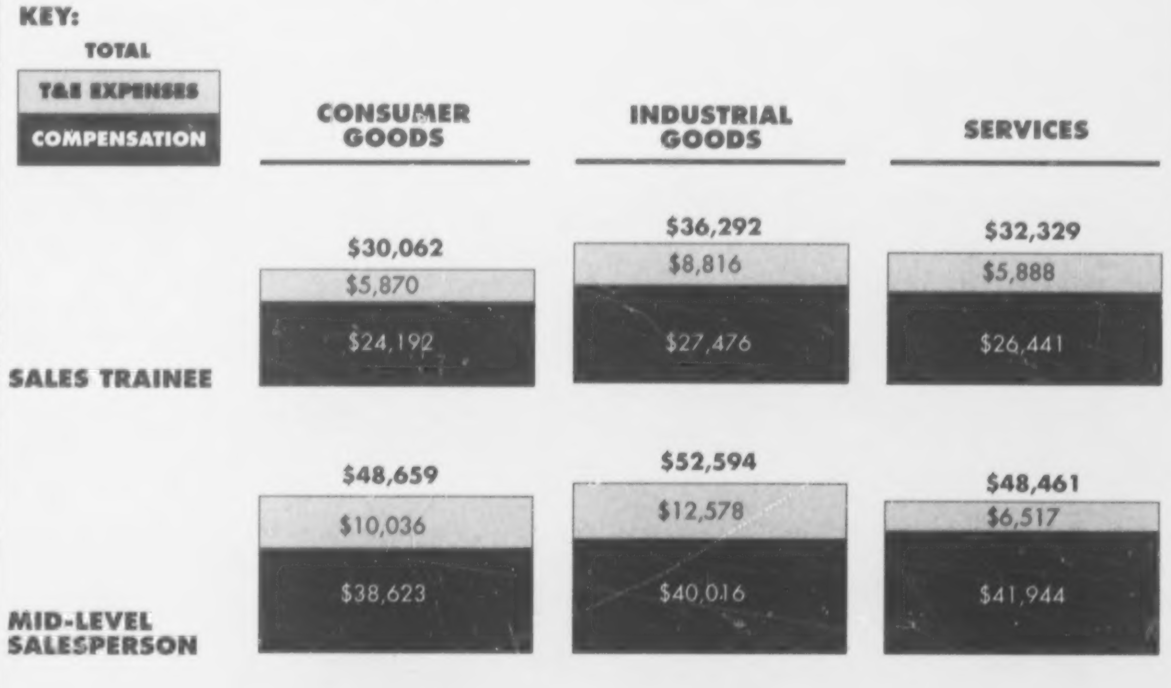
COMPENSATION

1991 Compensation and Expenses by Industry



Notes: Compensation includes base salary, commission, and bonus. **T&E Expenses** include travel, entertainment, food, lodging, and other related expenditures.
SOURCE: Sales & Marketing Management, *1992 Sales Manager's Budget Planner*

COMPENSATION

Salespeople's Average Annual Compensation

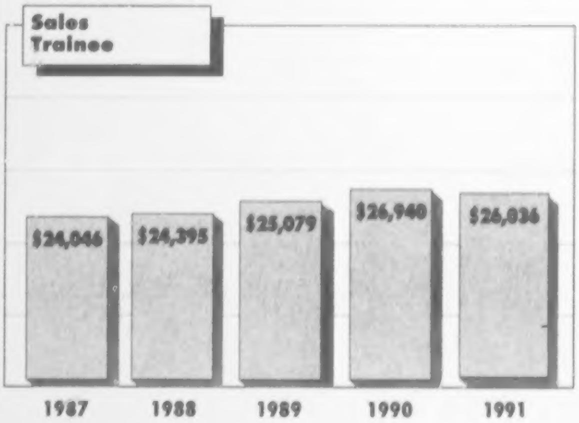
DEFINITIONS OF SALES PERSONNEL

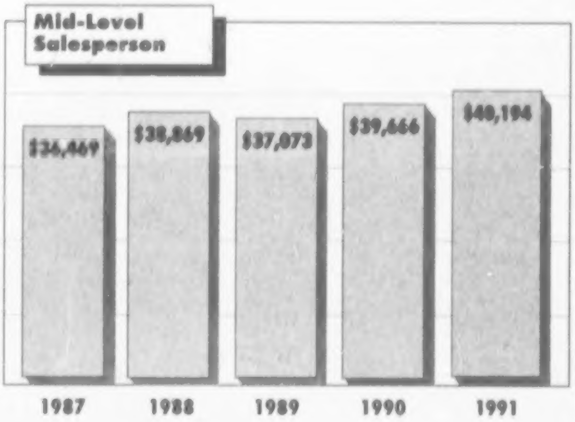
Sales Trainee: Anyone at an entry level who is in the process of learning about the company's products, services, and policies in preparation for a regular sales assignment.

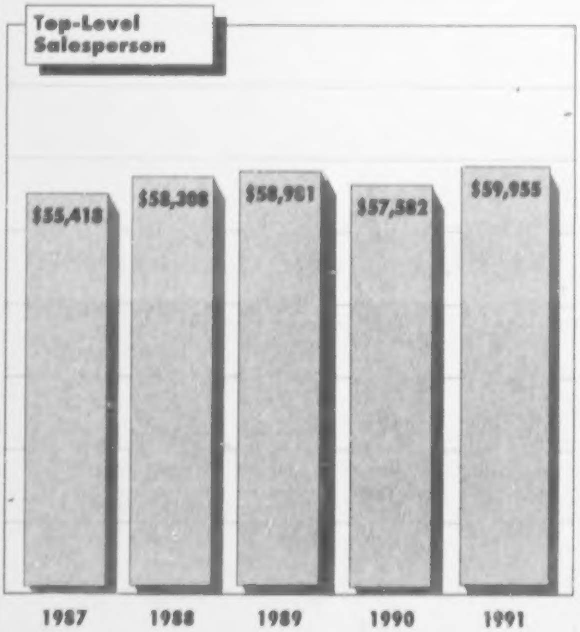
Mid-Level Salesperson: A "regular" salesperson with selling experience ranging from a beginner, who primarily contacts already established customers and accounts, to more experienced field sales personnel who have a broad knowledge of products and/or services and are selling in established territories as well as developing new prospects.

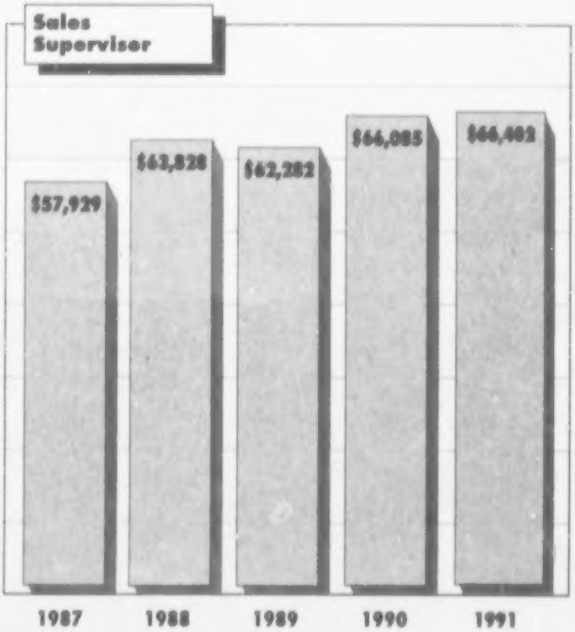
Top-Level Salesperson: A salesperson at the highest level of selling responsibility who is completely familiar with the company's products, services, and policies. A salesperson at this level usually has many years of experience and is assigned to a company's major accounts or territories.

Sales Supervisor: A veteran who, due to his ability and experience, leads others. Although his primary function is to direct the activities of the sales force (and, in some cases, to train salespeople), he may also retain certain key accounts.









Note: Compensation includes base salary plus commissions, bonuses, and other cash incentives, but excludes T&E (travel and entertainment) expenses.

SOURCE: Sales & Marketing Management; *1992 Sales Manager's Budget Planner.*

COMPENSATION

Compensation for Sales-Support Personnel

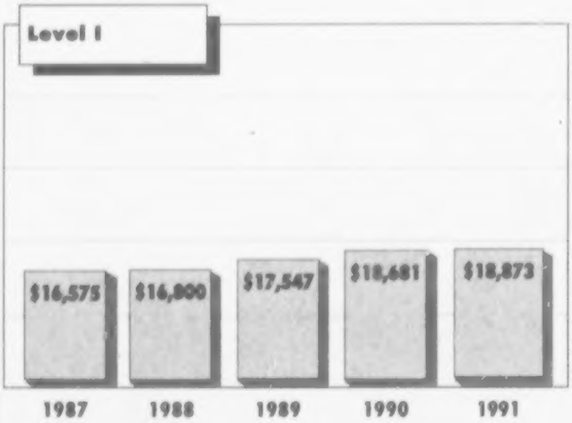
DEFINITIONS OF SALES-SUPPORT PERSONNEL

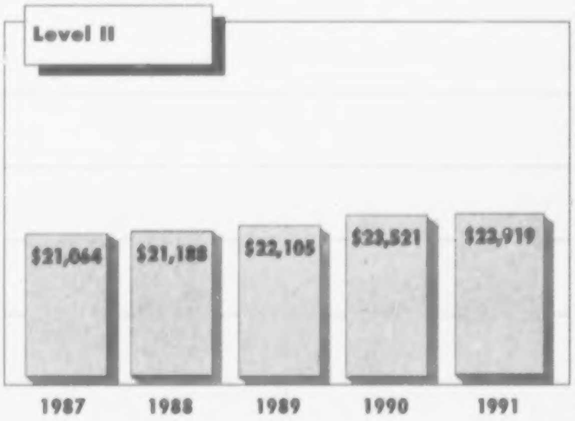
Level I - Basic: Performs assigned tasks using established procedures that require little evaluation. Generally reports to a supervisor.

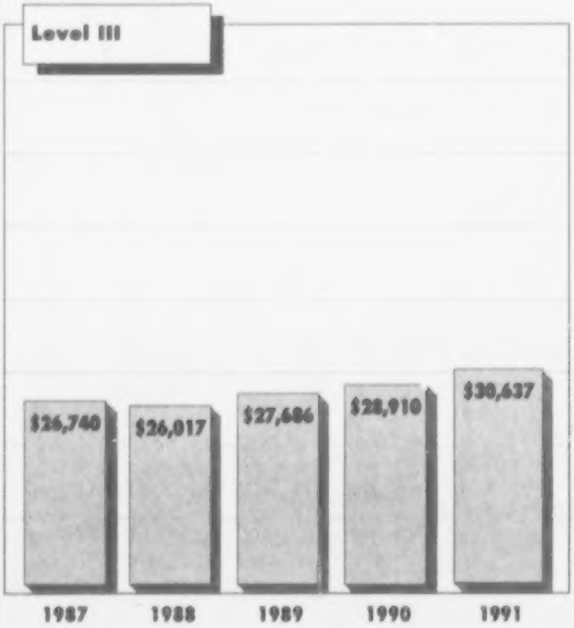
Level II - Intermediate: A worker who performs tasks involving limited responsibilities and standard procedures. Some originality is called for, although evaluation by supervisory personnel is still required.

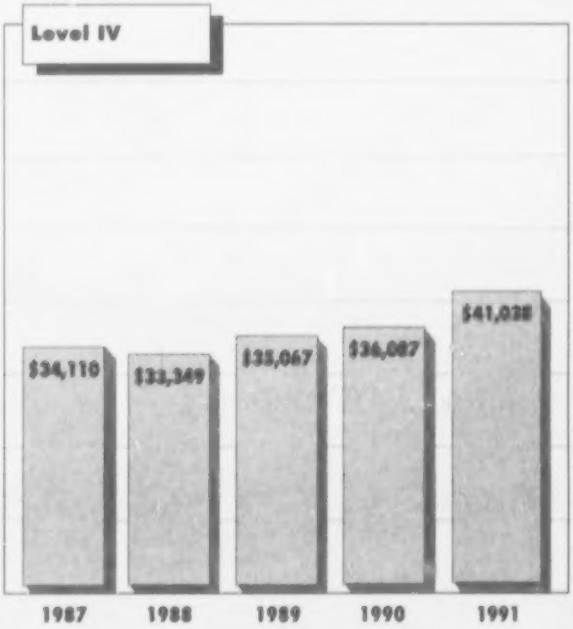
Level III - Highest non-supervisory: Expected to exercise considerable originality and, in some cases, make evaluations. Personnel at this level also assist in training and supervision of Level I employees.

Level IV - Supervisor: This individual's primary job is to direct others, assigning tasks and making evaluations. He also consults with superiors on more complex phases of assigned work.









Note: Sales-support personnel include sales analysts, customer service reps, telemarketers, administrative staff, sales training reps, exhibit and display coordinators, etc.

SOURCE: Sales & Marketing Management; *1992 Sales Manager's Budget Planner.*

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COMPENSATION & EXPENSES

COMPENSATION

Compensation and Expenses by Region

REGION	COMPENSATION	T&E EXPENSES
NORTHEAST		
Sales Trainee	$32,182	$ 9,560
Mid-level Salesperson	44,346	14,162
Top-level Salesperson	59,531	16,540
Sales Supervisor	75,747	20,182
SOUTH		
Sales Trainee	$21,650	$4,933
Mid-level Salesperson	30,783	6,450
Top-level Salesperson	49,323	8,367
Sales Supervisor	49,400	9,467
MIDWEST		
Sales Trainee	$27,784	$ 5,809
Mid-level Salesperson	45,700	10,806
Top-level Salesperson	65,900	13,362
Sales Supervisor	74,075	14,865
WEST		
Sales Trainee	$26,786	$ 4,769
Mid-level Salesperson	41,241	9,837
Top-level Salesperson	66,517	10,614
Sales Supervisor	69,640	14,276
U.S. AVERAGE		
Sales Trainee	**$27,101**	**$ 6,268**
Mid-level Salesperson	**40,518**	**10,314**
Top-level Salesperson	**60,318**	**12,221**
Sales Supervisor	**67,216**	**14,698**

Notes: Compensation includes base salary, commission, and bonus. **T&E Expenses** include travel, entertainment, food, lodging, and other related expenditures.

SOURCE: *Sales & Marketing Management; 1992 Sales Manager's Budget Planner.*

SALES SUPPORT

Sales-related Costs by Industry

INDUSTRY GROUP	SELLING EXPENSES*	ADV./PROMO. EXPENSES**	MEDIAN SALES BY INDUSTRY***
	— (AS A PERCENTAGE OF TOTAL SALES) —		
CONSUMER GOODS	14.3%	5.0%	$30,000,000
INDUSTRIAL GOODS	9.1%	2.7%	$ 9,500,000
SERVICES	21.4%	3.8%	$14,000,000

* **Selling Expenses** include compensation, benefits, travel & entertainment expenses, meeting costs, recruiting & training costs, support materials, staff & administrative expenses, and commissions to outside reps & distributors.

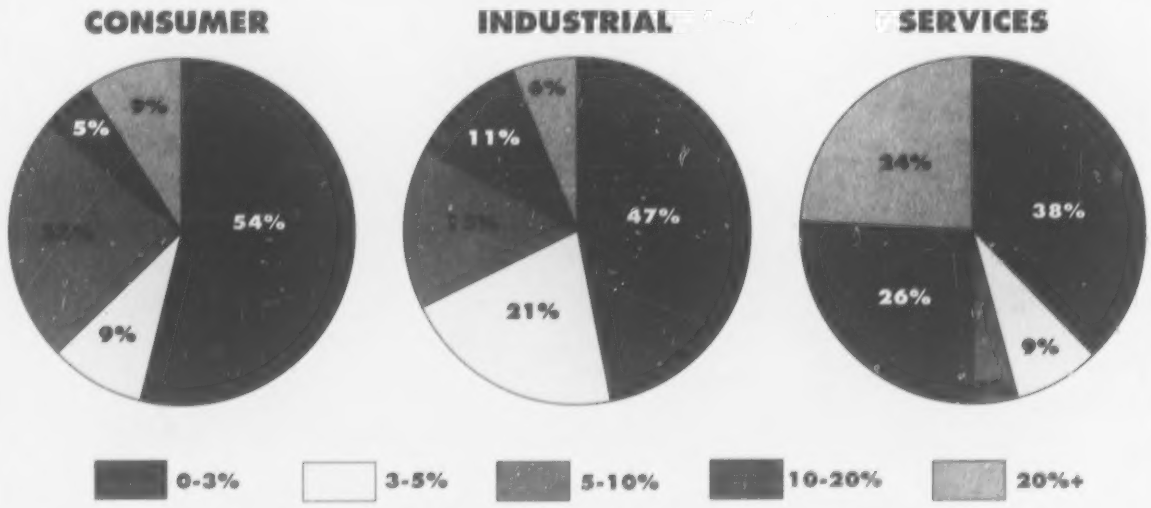
** **Advertising & Promotional Expenses** include direct costs of materials and media (print, radio, TV, etc.), as well as any associated costs related to research, preparation, and execution.

*** **Median Sales by Industry** is calculated by examining the entire range of responses to this year's survey and selecting the midpoint in each set of ranges (i.e., half the responses were above, and half below, this figure).

SOURCE: *Sales & Marketing Management; 1992 Sales Manager's Budget Planner*

COMPENSATION

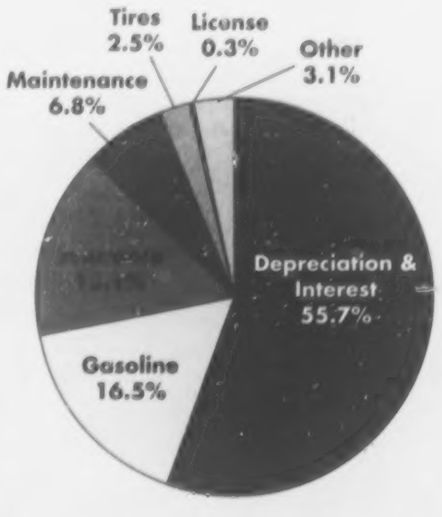
Turnover Rates by Industry Group, 1991



Source: Sales & Marketing Management, 1992 Sales Manager's Budget Planner

TRANSPORTATION

How the Automobile Dollar Is Spent—1992



NOTE: The information above shows the full range of costs associated with owning and operating a typical intermediate-sized fleet car.

SOURCE: Runzheimer International, Rochester, WI

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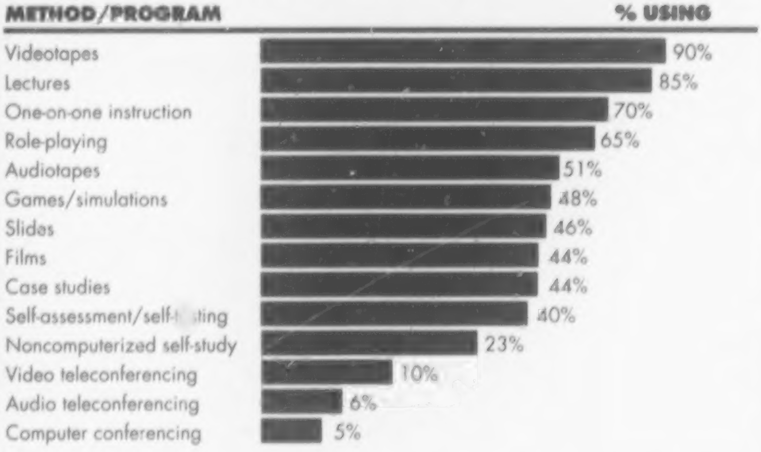
COMPENSATION & EXPENSES

TRAINING

Instructional Methods Used in Training



Note: Responses were gathered from a number of different industries and job types, including training, human resources, sales & marketing, and customer service.

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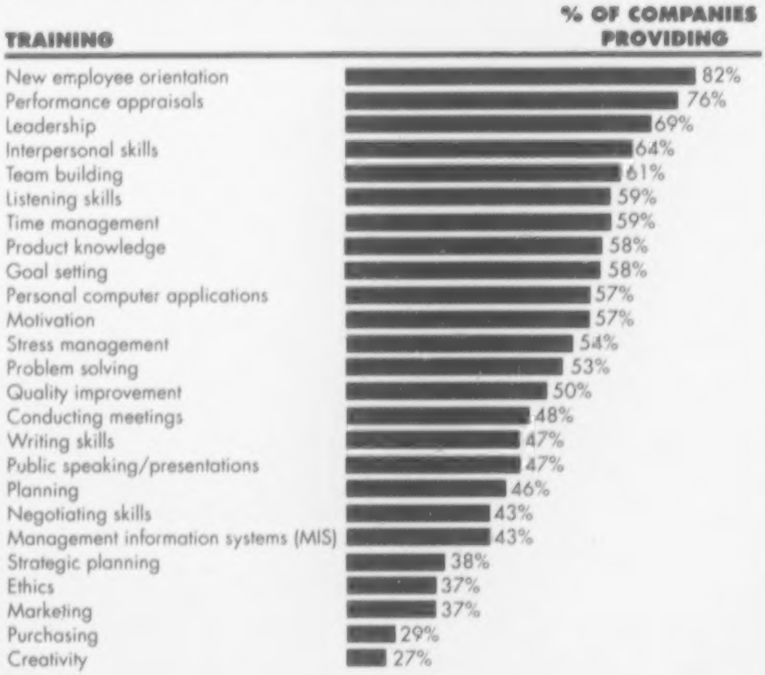
TRAINING

Types of Training Provided by Companies



Note: Responses were gathered from a number of different industries and job types, including training, human resources, sales & marketing, and customer service.

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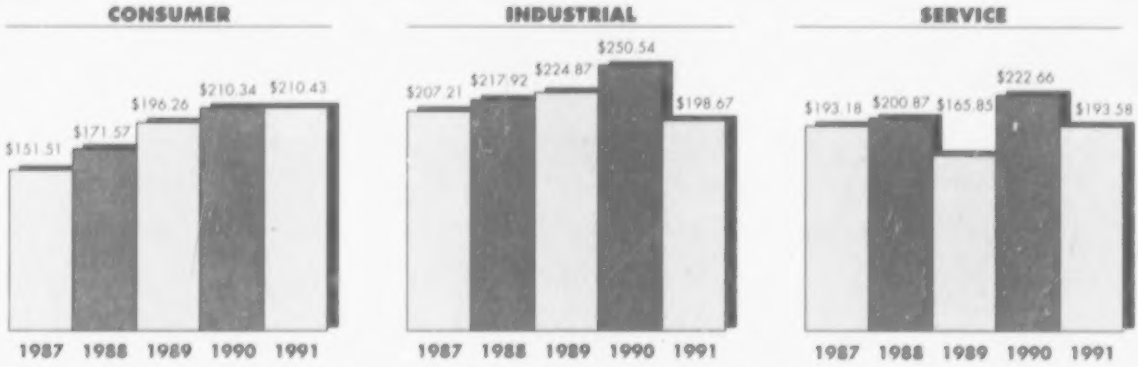
COST PER CALL

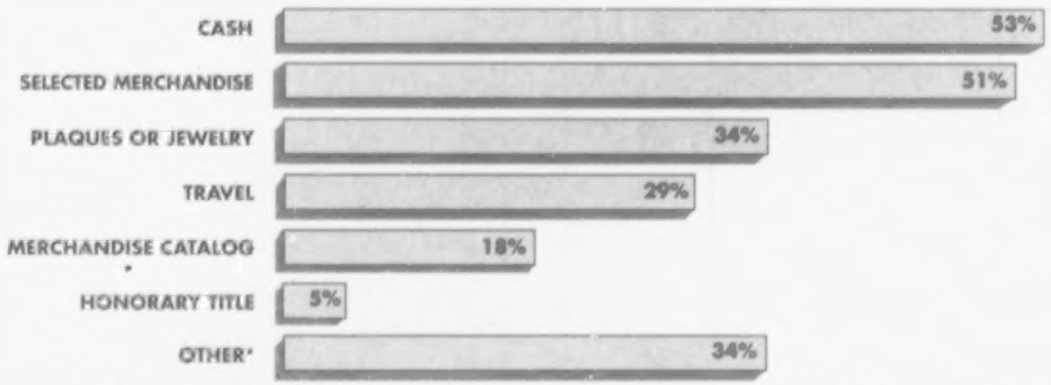
Median Cost Per Call by Industry, 1987-91



SOURCE: Sales & Marketing Management, *1992 Sales Manager's Budget Planner*. © Sales & Marketing Management

INCENTIVES

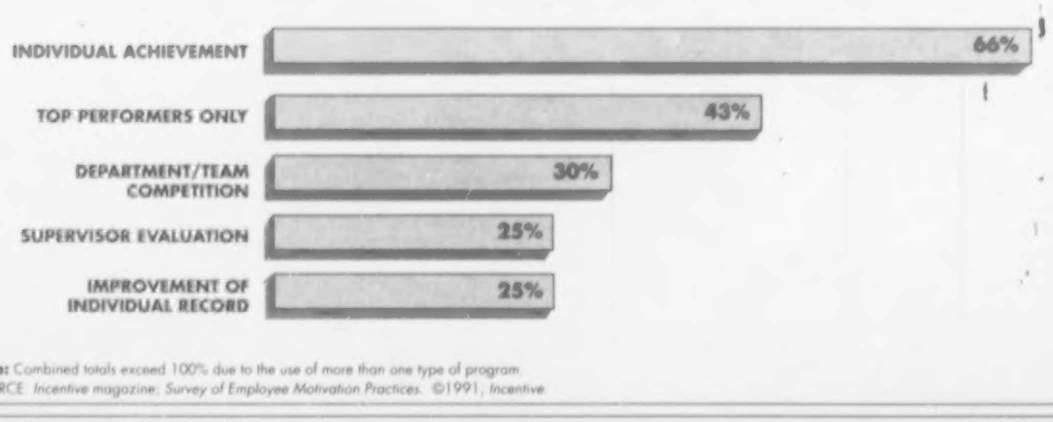
Types of Employee Awards



Note: Combined totals exceed 100% due to the use of more than one type of program. *Includes company dinners, entertainment, time off, shares of stock, etc.
SOURCE: *Incentive* magazine; *Survey of Employee Motivation Practices*. ©1991, *Incentive*.

INCENTIVES

Criteria for Incentive Awards



Note: Combined totals exceed 100% due to the use of more than one type of program.
SOURCE: *Incentive* magazine; *Survey of Employee Motivation Practices*. ©1991, *Incentive*.

Selected Conference Centers

	ABERDEEN WOODS CONFERENCE CENTER PEACHTREE CITY, GA	CHAMINADE EXECUTIVE CONFERENCE CENTER SANTA CRUZ, CA	SEA PINES RESORT CAMPUSES HILTON HEAD ISLAND, SC
PHONE	404-487-2666	209-475-5600/800-283-6569	803-785-3333/800-845-6131
SLEEPING ROOMS	150	152	525
MEETING ROOMS/ FACILITIES	46 meeting rooms; 150-seat auditorium; A/V equip.; fully-equipped production studio	10 meeting rooms; A/V equip.; business center; teleconferencing capabilities; on-site conference coordinator/concierge	11 meeting rooms; A/V equip.; teleconferencing capabilities
GROUP RATES	$165-205	$160-238	$120
RECREATION FACILITIES	Access to 18-hole golf course; indoor pool; 4 outdoor tennis courts; basketball courts, jogging trails; volleyball/horseshoe area	Indoor & outdoor pool; 4 outdoor tennis courts; fitness center; saunas/spas; nature trails; sports lawn	3 18-hole golf courses; indoor & outdoor pools; 60 tennis courts; fitness center; racquetball; private beach
NEAREST AIRPORT	Hartsfield International Airport	San Jose Airport	Hilton Head Airport
DISTANCE/TIME FROM AIRPORT	25 mi./30 min.	35 mi./45 min.	5 mi./10 min.

	DFW HILTON EXECUTIVE CONFERENCE CENTER GRAPEVINE, TX	DORAL ARROWWOOD RYE BROOK, NY	EAGLE LODGE CONFERENCE RESORT LAFAYETTE HILL, PA
PHONE	817-481-8444/800-645-1018	914-939-5500/800-223-6725	215-825-8000/800-523-3000
SLEEPING ROOMS	404	274	117
MEETING ROOMS/ FACILITIES	40 meeting rooms; 3 tiered amphitheaters; A/V equip.; on-site conference coordinator/concierge	36 meeting rooms; 120-seat amphitheater; A/V equip.; notary public	32 meeting rooms; A/V equipment
GROUP RATES	$148-198	$179-338	$125-445
RECREATION FACILITIES	Access to 18-hole golf course; indoor & outdoor pools; 8 tennis courts; fitness center; fishing lake; private trails	9-hole golf course; indoor & outdoor pools; 4 tennis courts; sports center; sauna; racquetball/squash	18-hole golf course; indoor swimming pool; 6 tennis courts; fitness center; sauna; racquetball; jogging trail
NEAREST AIRPORT	Dallas/Fort Worth Airport	LaGuardia Airport	Philadelphia International Airport
DISTANCE/TIME FROM AIRPORT	3 mi./5 min.	25 mi./30 min.	22 mi./25 min.

	EVERGREEN CONFERENCE CENTER & RESORT STONE MOUNTAIN, GA	THE GREENBRIER WHITE SULPHER SPRINGS, WV	HAMILTON PARK EXECUTIVE CONFERENCE CENTER FLORHAM PARK, NJ
PHONE	404-879-9900/800-722-1000	304-536-1110/800-624-6070	201-377-2424
SLEEPING ROOMS	250	740	219
MEETING ROOMS/ FACILITIES	27 meeting rooms; 126-seat amphitheater; A/V equip.; teleconferencing capabilities	30 meeting rooms; A/V equip.; business center; teleconferencing equip.; on-site conference coordinator/concierge	33 meeting rooms; A/V eqip.; business center; on-site conference coordinator/concierge; computer training lab
GROUP RATES	$157-198	$266-438	$189-289
RECREATION FACILITIES	36-hole golf course; indoor & outdoor pools; 2 tennis courts; fitness center; fishing lake; ice skating; skiing; bicycling	3 18-hole golf courses; indoor/outdoor pools; 20 tennis courts; fitness center; sauna; horseback riding	Access to 2 18-hole golf courses; indoor & outdoor pool; 2 indoor tennis courts; fitness center; sauna; racquetball; jogging trails
NEAREST AIRPORT	Hartsfield International Airport	Greenbrier Valley	Newark Airport
DISTANCE/TIME FROM AIRPORT	30 mi./40 min.	12 mi./15 min.	12 mi./25 min.

	HARRISON CONFERENCE CENTER AT GLEN COVE GLEN COVE, NY	HARRISON CONFERENCE CENTER AT LAKE BLUFF LAKE BLUFF, IL	THE HERITAGE INN, A CONFERENCE RESORT SOUTHBURY, CT
PHONE	516-671-6400/800-HCC-MEET	708-295-1100/800-422-6338	203-264-8900/800-421-4041
SLEEPING ROOMS	204	90	163
MEETING ROOMS/ FACILITIES	29 meeting rooms; A/V equip.; on-site conference coordinator/concierge	11 meeting rooms; A/V equip.; teleconferencing capabilities	27 meeting rooms; amphitheater; A/V equip.; on-site conference coordinator/concierge
GROUP RATES	$199-279	$172-232	$189-209
RECREATION FACILITIES	Indoor & outdoor pools; 4 tennis courts; fitness center; racquetball; bowling alleys	Access to golf course; outdoor pool; 2 tennis courts; fitness center; jogging trail	18-hole & 9-hole golf courses; indoor & outdoor pools; 3 tennis courts; fitness center
NEAREST AIRPORT	JFK International Airport	O'Hare International Airport	Bradley International Airport
DISTANCE/TIME FROM AIRPORT	20 mi./30 min.	30 mi./40 min.	35 mi./50 min.

	KINGSMILL RESORT & CONFERENCE CENTER WILLIAMSBURG, VA	LAKEWAY INN AUSTIN, TX	LANDSDOWNE CONFERENCE RESORT LEESBURG, VA
PHONE	804-253-3949/800-832-5665	512-261-6600/800-LAKEWAY	703-729-8400/800-541-4801
SLEEPING ROOMS	360	163	305
MEETING ROOMS/ FACILITIES	11 meeting rooms; A/V equip.; teleconferencing capabilities	8 meeting rooms; A/V equip.; on-site conference coordinator/concierge	25 meeting rooms; 124-seat tiered amphitheater; A/V equip.; business center; teleconferencing capabilities
GROUP RATES	$199-344	$160-195	$170-295
RECREATION FACILITIES	2 18-hole & 1 9-hole golf courses; indoor & outdoor pools; 15 tennis courts; spa	3 18-hole golf courses; 3 outdoor pools; 32 tennis courts; fitness center; marina	18-hole golf course; indoor & outdoor pools; 5 tennis courts; fitness center
NEAREST AIRPORT	Norfolk International Airport, Richmond, VA	Robert Mueller Municipal Airport	Dulles International Airport, Washington D.C.
DISTANCE/TIME FROM AIRPORT	40 mi./30 min.	25 mi./40 min.	25 mi./40 min.

	THE NORTHLAND INN & EXECUTIVE CONFERENCE CENTER BROOKLYN PARK, MN	PEACHTREE EXECUTIVE CONFERENCE CENTER PEACHTREE CITY, GA	RADISSON HOTEL & CONFERENCE CENTER PLYMOUTH, MN
PHONE	612-536-8300/800-441-6422	404-487-2000/800-732-2411	612-559-6600/800-333-3333
SLEEPING ROOMS	231	252	243
MEETING ROOMS/ FACILITIES	25 meeting rooooms; A/V equip.; business center; teleconferencing capabilities; on-site conference coordinator/concierge	24 meeting rooms; A/V equip.; business center; teleconferencing capabilities	32 meeting rooms; A/V equip.; business center; teleconferencing capabilities; on-site conference coordinator/concierge
GROUP RATES	$89-145	$119-219	$195-270
RECREATION FACILITIES	Indoor pool; fitness center; access to tennis, racquetball & golf	18-hole golf course; indoor & outdoor pools; 3 tennis courts; fitness center	Skiing; indoor pool; 4 tennis courts; fitness center; racquetball
NEAREST AIRPORT	Minneapolis/St. Paul International Airport	Hartsfield International Airport	Minneapolis/St. Paul International Airport
DISTANCE/TIME FROM AIRPORT	25 mi./35 min.	22 mi./30 min.	25 mi./40 min.

	THE RESORT AT SQUAW CREEK OLYMPIC VALLEY, CA	SADDLE RIDGE AT BEAVER CREEK AVON, CO	SCANTICON-DENVER CONFERENCE CENTER HOTEL & RESORT ENGLEWOOD, CO
PHONE	916-583-6300/800-327-3353	303-949-4108/800-352-7557	303-799-5800/800-346-4891
SLEEPING ROOMS	405	27	302
MEETING ROOMS/ FACILITIES	24 meeting rooms; A/V equip.; business center; teleconferencing capabilities; on-site conference coordinator/concierge	2 meeting rooms; A/V equip.; business center; on-site conference coordinator/concierge	33 meeting rooms; A/V equip.; business center; teleconferencing capabilities; on-site conference coordinator/concierge
GROUP RATES	$185-225	$310-430	$129-165
RECREATION FACILITIES	18-hole golf course; indoor & outdoor pools; 6 tennis courts; fitness center; skiing; horseback riding; ice-skating	Downhill & cross-country skiing; pool; fitness center; access to golf courses & tennis courts	18-hole golf course; indoor & outdoor pools; 3 tennis courts; fitness center
NEAREST AIRPORT	Reno-Cannon International Airport, Reno, NV	Vail/Beaver Creek Airport	Stapleton International Airport
DISTANCE/TIME FROM AIRPORT	45 mi./55 min.	20 mi./30 min.	12 mi./25 min.

	SCANTICON-PRINCETON CONFERENCE CENTER & HOTEL PRINCETON, NJ	SEASONS RESORT & CONFERENCE CENTER AT GREAT GORGE MCAFEE, NJ	THE WOODLANDS EXECUTIVE CONFERENCE CENTER & RESORT THE WOODLANDS, TX
PHONE	609-452-7800/800-222-1131	201-827-6000/800-835-2555	713-367-1100/800-433-2624
SLEEPING ROOMS	300	544	286
MEETING ROOMS/ FACILITIES	37 meeting rooms; A/V equip.; business center; teleconferencing capabilities; on-site conference coordinator/concierge	14 meeting rooms; A/V equip.; business center	30 meeting rooms; A/V equip.; teleconferencing capabilities; on-site conference coordinator/concierge
GROUP RATES	$179-220	$160	$135-219
RECREATION FACILITIES	Indoor pool; 4 tennis courts; fitness center; jogging trails; access to golf courses, sailing & fishing	Indoor & outdoor pools; 7 tennis courts; fitness center; jogging trails; access to golf course, horseback riding & skiing	2 18-hole golf courses; outdoor & indoor pools; 17 tennis courts; fitness center; hiking/biking trails
NEAREST AIRPORT	Newark International Airport	Newark International Airport	Houston Intercontinental Airport
DISTANCE/TIME FROM AIRPORT	38 mi./50 min.	80 mi./95 min.	14 mi./20 min.

Notes: *The group rates listed are considered CMP, or Complete Meeting Package Rates, and include, in most cases, 3 meals per day, lodging, coffee breaks, meeting space, and conference services. Be aware, however, that rates will vary depending on particular package (some include gratuities, for example, while others do not), number of clients, dates, etc.*

SOURCE: *Sales & Marketing Management; 1992 Sales Manager's Budget Planner*

Selected Incentive Travel Destinations

	AIRFARES* Restricted/ Unrestricted	LODGING** Low Single/ High Double	GROUP ACTIVITIES***
Acapulco **Mexico**	$453-$590	$80-$133	**1)** Schedule a glass-bottom boat excursion to Roqueta Island and the underwater Shrine of Our Lady of Guadalupe, or **2)** visit San Diego, a Spanish fort with a harbor view. For further information, contact the Mexican Government Tourism Office: 310-203-8191 or 800-262-8900.
Amsterdam **Holland**	$498-$1,342	$149-$209	**1)** Arrange a Bruegel medieval feast at Dussen Castle, **2)** a royal reception in a museum, or **3)** a boat trip along the canals with candlelight tour (in season). For further information, contact the Netherlands Board of Tourism: 212-370-7360/7367.
Atlantic City **New Jersey**	$355-$487	$76-$155	**1)** Plan a tour followed by a dinner/reception at a winery, **2)** organize a theme party at the historic town of Smithville or Wheaton Village, or **3)** plan a boat trip/private party aboard a cruise ship. For further information, contact the Greater Atlantic City Convention & Visitors Bureau: 609-348-7100.
Cancun **Mexico**	$816-$1,064	$114-$157	**1)** View a Spanish sound-and-light show in the Mayan city of Uxmal, **2)** plan a picnic along one of Cancun's beaches or among its tropical foliage, or **3)** charter the *Aqua II* for a moonlight cruise. For further information, contact the Mexican Government Tourism Office: 310-203-8191 or 800-262-8900.
Dublin **Ireland**	$586-$1,123	$123-$181	**1)** Arrange a dinner reception with a lord at Slane castle, or **2)** tour one of Dublin's many castles, including the Dublin Castle and the Malahide Castle. For further information, contact the Irish Tourist Board: 212-418-0800 or 800-223-6470.
Hamilton **Bermuda**	$416-$588	$97-$162	**1)** Plan a two-hour glass-bottom boat cruise, **2)** a Bermuda Night with limbo contests, or **3)** a tour to the historic town of St. George. For more information, contact the Bermuda Department of Tourism: 212-818-9800 or 800-223-6106.
Hong Kong Island **Hong Kong**	$2,548-$10,770	$143-$214	**1)** Charter a "junk" and have a banquet during a cruise of Hong Kong Harbor, **2)** arrange for the pipers of the Royal Hong Kong Police to open your dinner/reception, or **3)** view Hong Kong aboard the Peak Tram funicular railway. For further information, contact the Hong Kong Tourist Association: 312-782-0864.
Honolulu **Hawaii**	$732-$1,121	$91-$160	**1)** Plan a theme party/reception at Sea Life Park, an oceanside oceanarium, **2)** visit the royal Iolani Palace, or **3)** visit the Polynesian Cultural Center. For further information, contact the Hawaii Visitors Bureau: 808-923-1811.
Kauai **Hawaii**	$793-$1,183	$108-$204	**1)** Arrange for a cruise along the Wailua River followed by a hike to the Fern Grotto, **2)** plan a raft excursion to the Na Pali Coast, or **3)** visit the Kilohana plantation restoration. For further information, contact the Hawaii Visitors Bureau: 808-923-1811.
Las Vegas **Nevada**	$278-$780	$46-$110	**1)** Plan a western-style evening with visits to Old Nevada followed by a barbecue or rodeo, **2)** view the Grand Canyon or the Hoover Dam by air, or **3)** tour the Old Mormon Fort. For further information, contact the Las Vegas Convention & Visitors Bureau: 702-733-2323.
London **England**	$618-$1,168	$211-$279	**1)** Plan a reception at an authentic English pub, **2)** an excursion to Shakespeare country, or **3)** a theme event including Beefeaters or Scottish pipers. For further information, contact the British Tourist Authority: 212-581-4708.
Madrid **Spain**	$558-$1,409	$133-$203	**1)** Arrange a dinner-dance at Manzanares Castle, **2)** view Tientas (amateur bullfights) at private country homes, or **3)** organize a flamenco reception. For further information, contact the National Tourist Office of Spain: 212-759-8822.
Maui **Hawaii**	$793-$1,183	$109-$204	**1)** View Mount Haleakala by helicopter or on horseback, **2)** tour the quaint villages of Lahainia or Hana, or **3)** visit Haleakala National Park, home of the world's largest dormant volcano. For further information, contact the Hawaii Visitors Bureau: 808-923-1811.

	AIRFARES* Restricted/ Unrestricted	LODGING** Low Single/ High Double	GROUP ACTIVITIES***
Montreal **Canada**	$133-$486	$99-$139	**1)** Visit Ste. Helene Island for a picnic or for viewing the old restored fort and museum, **2)** tour the historic town of Old Montreal, or **3)** plan a trip to the Dow Planetarium. For further information, contact the Greater Montreal Convention & Tourism Bureau: 514-844-5400.
Munich **Germany**	$548-$1,620	$137-$219	**1)** Plan an Oktoberfest Party with authentic German dining, **2)** arrange a day trip to the Bavarian Alps, or **3)** dine in old Bavarian farmhouses surrounding the baroque church of St. Andreas. For more information, contact the German National Tourist Office: 312-308-3300.
Nassau **Bahamas**	$375-$510	$87-$142	**1)** Visit McLean's Town, a picturesque fishing village, **2)** plan a glass-bottom boat trip, or **3)** visit one of the historic forts that offer scenic views of the city or shore. For further information, contact the Bahamas Tourist Office: 212-758-2777.
New Orleans **Louisiana**	$365-$498	$80-$148	**1)** Arrange a banquet or reception aboard a steamboat, **2)** have a Cajun or Creole party complete with a Bourbon Street Jazz Band, or **3)** have a cocktail party on a private patio in the French Quarter. For further information, contact the Greater New Orleans Tourist and Convention Committee: 504-566-5011.
Orlando **Florida**	$375-$539	$61-$113	**1)** Arrange for a boat ride through the lakes and canals of Winter Park or through Disney's Bay Lake, **2)** tour Ocala, Florida's horse country, or **3)** have a street party in historical downtown Orlando. For further information, contact the Orlando/Orange County Convention & Visitors Bureau: 407-363-5800.
Paris **France**	$504-$1,537	$194-$270	**1)** Plan an in-house fashion show with lunch or tea at a gallery or department store on the Boulevard Haussmann, **2)** tour one of Paris's 90 theaters or 608 museums, or **3)** visit the historic Marais district. For further information, contact the National Business Travel Division, French Government Tourist Office: 312-751-7800.
Puerto Vallarta **Mexico**	$411-$507	$68-$110	**1)** Charter a yacht and visit Yelapa, a scenic "South Seas" fishing village, **2)** organize an evening dinner/reception aboard a yacht, or **3)** visit the Isla Rio Cuale or Juarez Avenue for shopping. For further information, contact the Mexican Government Tourism Office: 310-203-8191 or 800-262-8900.
Rome **Italy**	$500-$5,874	$117-$183	**1)** Plan a Roman toga party or Venetian masked ball in an Italian villa, **2)** a reception or welcoming party in an ancient palace, or **3)** an excursion to the Roman Forum or other monuments of antiquity. For further information, contact the Italian Government Travel Office: 212-245-4961.
San Francisco **California**	$338-$684	$96-$151	**1)** Plan a California wine-tasting tour complemented by a picnic lunch, **2)** a victory or pirate party aboard a sailing or cruise ship, or **3)** a Day at the Races at Golden Gate Fields or Bay Meadows. For more information, contact the San Francisco Convention and Visitors Bureau: 415-974-6900.
Sydney **Australia**	$4,514-$9,246	$151-$196	**1)** Tour the Royal Botanic Gardens and the Taronga Park Zoo, **2)** visit the historic town of Old Sydney, or **3)** arrange a tour of Hunter Valley, a major wine-producing area. For further information, contact the Australian Tourist Commission: 212-687-6300.
Tokyo **Japan**	$1,156-$1,477	$137-$289	**1)** Visit one of Japan's national monuments, such as the National Diet Building or Budokan Hall, **2)** witness a tea ceremony, or **3)** view the city and Mount Fuji from Tokyo Tower. For further information, contact the Japan National Tourist Organization: 312-222-0874.
Vail **Colorado**	$345-$621	$101-$257	**1)** Plan a sleigh ride into the mountains with dinner in a log cabin afterward, **2)** a white-water rafting excursion, or **3)** a tour through Leadville, Colorado's historic mining town. For further information, contact the Vail Resort Association: 303-476-1000 or 800-525-3875.

Notes: ***Airfares** show the average range of round-trip coach fares per person, departing from Chicago. The lowest rate indicates restricted fares that involve such things as advance purchase, weekday departures, and a Saturday night stay-over. The highest rate is for a nonrestricted purchase made with no advance reservations. Note that airfares to the Orient, South America, and Europe generally call for a minimum stay of seven days. ****Lodging** costs are per person, per night, with the lowest rate shown averaged from the lowest single-occupancy rates at a cross-section of hotels for each destination. The highest rate is an average of the highest double-occupancy rates at the same hotels. Hotel and airline information provided by Official Airline Guides. Keep in mind that rates for European, Pacific/Asian, and South American destinations are subject to change due to currency fluctuations. *****Group Activities** are based on listings from the *1991 Successful Meetings Sourcebook*.

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Selected Resort Hotels

	BOCA RATON RESORT & CLUB **BOCA RATON, FL**	**THE BROADMOOR** **COLORADO SPRINGS, CO**	**THE CLOISTER HOTEL** **SEA ISLAND, GA**
PHONE	407-395-3000/800-327-0101	719-634-7711/800-634-7711	912-638-3611/800-732-4752
SLEEPING ROOMS	1,102	550	264
MEETING ROOMS	31	36	15
GROUP RATES	Sgl./Dbl. $110-335	Sgl./Dbl. $85-235	Sgl./Dbl. $160-420
RECREATION FACILITIES	2 18-hole golf courses; 5 outdoor pools; beach; 29 outdoor tennis courts; health club; sauna	3 18-hole champion golf courses; 3 outdoor pools; 16 tennis courts (4 indoor); horseback riding; health club; sauna	3 18-hole golf courses; 2 outdoor pools; beach; 18 outdoor tennis courts; horseback riding; healthclub; sauna
NEAREST AIRPORT	Ft. Lauderdale/West Palm Beach International	Colorado Springs Municipal	Brunswick
DISTANCE/TIME FROM AIRPORT	19 mi./30 min.	8 mi./20 min.	15 mi./20 min.

	DESERT INN **LAS VEGAS, NV**	**DORAL RESORT & COUNTRY CLUB** **MIAMI, FL**	**THE GREENBRIER** **WHITE SULPHUR SPRINGS, WV**
PHONE	702-733-4444/800-634-6909	305-592-2000/800-327-6334	304-536-1110/800-624-6070
SLEEPING ROOMS	821	691	740
MEETING ROOMS	12	35	30
GROUP RATES	Sgl./Dbl. $95-135	Sgl./Dbl. $80-230	Sgl./Dbl. $266-438
RECREATION FACILITIES	18-hole golf course; 3 outdoor pools; 10 Hydro-whirl spas; 10 outdoor tennis courts; health club; sauna	5 18-hole and 1 9-hole golf courses; outdoor pool; 19 tennis courts; fishing; horseback riding; biking	3 18-hole golf courses; 2 pools (1 indoor); 20 tennis courts (5 indoor); horseback riding; health club; sauna
NEAREST AIRPORT	McCarran International	Miami International	Greenbrier Valley
DISTANCE/TIME FROM AIRPORT	4 mi./15 min.	7 mi./10 min.	12 mi./15 min.

	GRENELEFE RESORT & CONF. CENTER **GRENELEFE, FL**	**HALEKULANI HOTEL** **HONOLULU, HI**	**HILTON HAWAIIAN VILLAGE** **HONOLULU, HI**
PHONE	813-422-7511/800-237-9549	808-923-2311/800-367-2343	808-949-4321/800-445-8667
SLEEPING ROOMS	850	456	2,524
MEETING ROOMS	32	5	33
GROUP RATES	Sgl./Dbl. $70-185	Sgl./Dbl. $245-395	Sgl./Dbl. $160-305
RECREATION FACILITIES	3 18-hole golf courses; 5 outdoor pools; 20 outdoor tennis courts; full-service marina; sauna; Jacuzzi	Access to 2 18-hole golf courses; outdoor pool; beach; access to 10 indoor tennis courts; fitness center	Outdoor pools; beach; sauna; water sports; health club
NEAREST AIRPORT	Orlando International	Honolulu International	Honolulu International
DISTANCE/TIME FROM AIRPORT	45 mi./50 min.	11 mi./25 min.	38 mi./20 min.

	HOTEL INTER-CONTINENTAL **MIAMI, FL**	**HOTEL INTER-CONTINENTAL** **NEW ORLEANS, LA**	**INNISBROOK RESORT** **TARPON SPRINGS, FL**
PHONE	305-577-1000/800-332-4246	504-525-5566	813-942-2000/800-456-2000
SLEEPING ROOMS	644	482	1,000
MEETING ROOMS	24	18	35
GROUP RATES	Sgl./Dbl. $129-219	Sgl./Dbl. $150-220	Sgl./Dbl. $65-175
RECREATION FACILITIES	Quarter mile jogging track; 42 lighted tennis courts; 42 racquetball courts; outdoor pool; access to 36-hole golf course	Outdoor pool; access to 3 18-hole golf courses	1 27-hole & 2 18-hole golf courses; 6 heated outdoor pools; beach nearby; 18 outdoor tennis courts; health club; sauna
NEAREST AIRPORT	Miami International	New Orleans International	Tampa International
DISTANCE/TIME FROM AIRPORT	45 mi./20 min.	15 mi./20 min.	20 mi./25 min.

SOURCE: *Sales & Marketing Management; 1992 Sales Manager's Budget Planner*

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	KAPALUA BAY HOTEL MAUI, HI	KEYSTONE LODGE & CONF. CENTER KEYSTONE, CO	LA COSTA HOTEL & SPA CARLSBAD, CA
PHONE	808-669-5656/800-367-8000	303-777-5525/800-362-3392	619-438-9111/800-544-7483
SLEEPING ROOMS	194	902	536
MEETING ROOMS	3	30	16
GROUP RATES	Sgl./Dbl. $215-255	Sgl./Dbl. $95-515	Sgl./Dbl. $195-265
RECREATION FACILITIES	2 18-hole golf courses; 2 pools; 3 beaches; 10 tennis courts (4 lighted); horseback riding	18-hole golf course; 11 pools (6 indoor); 14 tennis courts (2 indoor); horseback riding; alpine & cross-country skiing; ice-skating; sailing; bicycling; health club; sauna	2 18-hole golf courses; 7 outdoor pools; beach nearby; 23 outdoor tennis courts; full-service health spa
NEAREST AIRPORT	Kapalua-West Maui	Stapleton International	San Diego
DISTANCE/TIME FROM AIRPORT	5 mi./10 min.	75 mi./1 hr. 30 min.	30 mi./35 min.

	LOEWS VENTANA CANYON RESORT TUCSON, AZ	MARK HOPKINS INTER-CONTINENTAL SAN FRANCISCO, CA	MARRIOTT HARBOR BEACH FT. LAUDERDALE, FL
PHONE	602-299-2020/800-234-5117	415-392-3434/800-327-0200	305-525-4000/800-228-9290
SLEEPING ROOMS	404	391	659
MEETING ROOMS	18	14	27
GROUP RATES	Sgl./Dbl. $210-305	Sgl./Dbl. $120-200	Sgl./Dbl.$85-280
RECREATION FACILITIES	18-hole golf course; access to 18-hole golf course; 2 heated outdoor pools; 10 outdoor tennis courts; health club; sauna; access to horseback riding	Access to 18-hole golf course; health club	Access to 2 18-hole golf courses; outdoor pool; beach; cabana club; 5 outdoor tennis courts; health club; sauna; access to horseback riding
NEAREST AIRPORT	Tucson International	San Francisco International	Ft. Lauderdale
DISTANCE/TIME FROM AIRPORT	20 mi./25 min.	20 mi./25 min.	3 mi./ 10 min.

	MAUI INTER-CONTINENTAL WAILEA MAUI, HI	MAUI MARRIOTT RESORT MAUI, HI	OLYMPIA RESORT & SPA OCONOMOWOC, WI
PHONE	808-879-1922/800-367-2960	808-667-1200/800-228-9290	414-567-7711/800-558-9573
SLEEPING ROOMS	537	739	270
MEETING ROOMS	33	10	26
GROUP RATES	Sgl./Dbl. $145-195	Sgl./Dbl. Rates vary	Sgl./Dbl. $69-99
RECREATION FACILITIES	Access to 2 16-hole golf courses; 14 tennis courts; 3 swimming pools; 2 beaches	Access to 2 18-hole golf courses; 2 outdoor pools; beach; 5 outdoor tennis courts; fitness center; access to horseback riding	18-hole golf course; 2 pools (1 indoor); beach; 11 tennis courts (4 indoor); horseback ridingh; full-service health spa
NEAREST AIRPORT	Kahului Airport	Kahului Airport	Milwaukee Mitchell Field
DISTANCE/TIME FROM AIRPORT	16 mi./25 min.	30 mi./45min.	37 mi./40 min.

	OPRYLAND HOTEL NASHVILLE, TN	PHEASANT RUN RESORT ST. CHARLES, IL	THE POINTE HILTON AT SQUAW PEAK PHOENIX, AZ
PHONE	615-889-1000	708-584-6300	602-997-2626/800-528-0428
SLEEPING ROOMS	1,314	474	573
MEETING ROOMS	65	42	43
GROUP RATES	Sgl./Dbl. $129-159	Sgl./Dbl. $49-105	Sgl./Dbl. $75-235
RECREATION FACILITIES	Access to 2 18-hole golf courses; 3 outdoor pools; 6 outdoor tennis courts; health club	18-hole golf course; 2 pools (1 indoor); 13 tennis courts; health club; sauna; access to horseback riding	Access to 18-hole golf course; 5 outdoor pools; 8 outdoor tennis courts; horseback riding; health club; sauna
NEAREST AIRPORT	Nashville Metropolitan	O'Hare International	Phoenix Airport
DISTANCE/TIME FROM AIRPORT	7 mi./15 min.	24 mi./35 min.	12 mi./20 min.

SOURCE: Sales & Marketing Management, *1992 Sales Manager's Budget Planner.*

INCENTIVES

Selected Resort Hotels

	RITZ-CARLTON HOTEL NAPLES, FL	SADDLEBROOK RESORT WESLEY CHAPEL, FL	SEA PINES HILTON HEAD ISLAND, SC
PHONE	813-598-3300/800-241-3333	813-973-1111/800-729-8383	803-785-3333/800-845-6131
SLEEPING ROOMS	491	1,305	525
MEETING ROOMS	15	33	11
GROUP RATES	Sgl./Dbl. $125-290	Sgl./Dbl. $75-300	Villas $85-325
RECREATION FACILITIES	Access to 18-hole golf course; outdoor pool; beach; 6 outdoor tennis courts; fitness center; bicycling; water sports	2 18-hole golf courses; 2 outdoor pools; 2 whirlpools; 36 tennis courts; fitness center; sauna	3 18-hole golf courses; 30 outdoor pools; beach; 60 outdoor tennis courts; horseback riding; bicycle path; water sports
NEAREST AIRPORT	Ft. Myers	Tampa International	Hilton Head Airport
DISTANCE/TIME FROM AIRPORT	25 mi./30 min.	29 mi./35 min.	5 mi./ 10 min.

	SHERATON STEAMBOAT RESORT STEAMBOAT SPRINGS, CO	STOUFFER PINEISLE RESORT LAKE LANIER ISLANDS, GA	STOUFFER WAIOHAI BEACH RESORT KAUAI, HI
PHONE	303-879-2220/800-848-8878	404-945-8921/800-468-3571	808-742-9511/800-468-3571
SLEEPING ROOMS	329	250	426
MEETING ROOMS	16	22	10
GROUP RATES	Sgl./Dbl. $59-249	Sgl./Dbl. $80-152	Sgl./Dbl. $165-225
RECREATION FACILITIES	18-hole golf course; outdoor pool; Jacuzzi; sauna; access to 2,500 acres of skiable terrain; tennis; horseback riding	18-hole golf course; 2pools (1 indoor); 7 tennis courts (3 indoor); horseback riding; water sports; health club; sauna; 3 hot tubs	Access to 18-hole golf course; 3 outdoor pools; beach; 6 outdoor tennis courts (4 lighted); health club; sauna
NEAREST AIRPORT	Steamboat Springs	Hartsfield International	Lihue Airport
DISTANCE/TIME FROM AIRPORT	6 mi./10 min.	55 mi./1 hr.	12 mi./15 min.

	WESTIN KAUAI AT KAUAI LAGOONS KAUAI, HI	WILLIAMSBURG INN WILLIAMSBURG, VA
PHONE	808-245-5050/800-228-3000	804-229-9540/800-HISTORY
SLEEPING ROOMS	840	148
MEETING ROOMS	13	3
GROUP RATES	Sgl./Dbl. $180-230	Sgl./Dbl. $147-239
RECREATION FACILITIES	2 18-hole golf courses; 2 outdoor pools; beach; 8 lighted tennis courts; health club; sauna; wellness center; water sports	18-hole and 9-hole golf course;; 3 pools (1 indoor); 8 outdoor tennis courts; health club; sauna
NEAREST AIRPORT	Lihue Airport	Norfolk International, Richmond
DISTANCE/TIME FROM AIRPORT	1 mi./ 5 min.	45 mi./50 min.

Notes: The range of group rates listed are for the lowest single-occupancy to highest double-occupancy rate and in most cases will vary depending on the number of clients, dates, etc.

SOURCE: Sales & Marketing Management; *1992 Sales Manager's Budget Planner.*

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TRANSPORTATION

Daily Auto-Rental Rates by Region and Metro

THE NORTH

METRO AREA	AVERAGE DAILY RATE
Albany-Schenectady-Troy, NY	$49.75
Allentown-Bethlehem, PA	45.25
Atlantic City, NJ	35.15
Boston-Lawrence-Salem-Lowell-Brockton, MA	39.25
Bridgeport-Stamford-Norwalk-Danbury, CT	42.23
Buffalo, NY	40.00
Burlington, VT	47.25
Hartford-New Britain-Middletown-Bristol, CT	46.00
Manchester-Nahua, NH	47.67
Nassau-Suffolk, NY	41.73
New Haven-Waterbury-Meriden, CT	41.67
New York, NY	78.00
Newark, NJ	54.75
Philadelphia, PA	45.50
Pittsburgh, PA	46.75
Portland, ME	47.00
Providence-Pawtucket-Woonsocket, RI	39.75
Rochester, NY	47.50
Scranton-Wilkes Barre, PA	42.75
Springfield, MA	42.75
Syracuse, NY	49.75
Worcester-Fitchburg-Leominster, MA	37.46
REGIONAL AVERAGE	**$45.77**

THE SOUTH

METRO AREA	AVERAGE DAILY RATE
Atlanta, GA	$33.75
Austin, TX	36.00
Baltimore, MD	34.50
Birmingham, AL	56.33
Charleston, SC	28.17
Charlotte-Gastonia-Rock Hill, NC-SC	40.75
Columbia, SC	40.75
Dallas, TX	44.00
El Paso, TX	46.75
Fort Lauderdale-Hollywood-Pompano Beach, FL	38.25
Fort Worth-Arlington, TX	46.75
Greensboro-Winston Salem-High Point, NC	30.22
Greenville-Spartanburg, SC	45.25
Houston, TX	47.50
Jacksonville, FL	39.00
Knoxville, TN	46.00
Little Rock-North Little Rock, AR	42.67
Louisville, KY	48.00
Memphis, TN	44.50
Miami-Hialeah, FL	27.00
Nashville, TN	40.00
New Orleans, LA	45.25
Norfolk-Virginia Beach-Newport News, VA	44.25
Oklahoma City, OK	45.50
Orlando, FL	28.75
Raleigh-Durham, NC	49.00
Richmond-Petersburg, VA	45.25
San Antonio, TX	41.00
Tampa-St. Petersburg-Clearwater, FL	30.25
Tulsa, OK	38.75
Washington, DC	45.25
West Palm Beach-Boca Raton-Delray Beach, FL	18.94
Wilmington, DE	32.50
REGIONAL AVERAGE	**$40.03**

THE MIDWEST

METRO AREA	AVERAGE DAILY RATE
Akron, OH	$48.50
Chicago, IL	47.00
Cincinnati, OH	38.75
Cleveland, OH	50.00
Columbus, OH	41.67
Dayton-Springfield, OH	50.75
Des Moines, IA	46.25
Detroit, MI	58.00
Grand Rapids, MI	48.00
Indianapolis, IN	49.00
Kansas City, MO-KS	45.50
Milwaukee, WI	45.25
Minneapolis-St. Paul, MN	48.50
Omaha, NE	47.50
St. Louis, MO	45.25
Toledo, OH	48.00
Wichita, KS	41.25
REGIONAL AVERAGE	**$47.01**

THE WEST

METRO AREA	AVERAGE DAILY RATE
Albuquerque, NM	$53.00
Anaheim-Santa Ana, CA	34.50
Boise, ID	43.50
Colorado Springs, CO	25.60
Denver, CO	42.75
Fresno, CA	32.17
Las Vegas, NV	42.00
Los Angeles-Long Beach, CA	47.25
Oakland, CA	39.75
Oxnard-Ventura, CA	32.33
Phoenix, AZ	44.25
Portland, OR	45.25
Riverside-San Bernardino, CA	43.25
Sacramento, CA	41.00
Salt Lake City-Ogden, UT	46.00
San Diego, CA	45.00
San Francisco, CA	41.25
San Jose, CA	40.75
Seattle, WA	46.25
Spokane, WA	44.00
Tacoma, WA	35.22
Tucson, AZ	41.25
REGIONAL AVERAGE	**$41.20**
U.S. AVERAGE	**$43.50**

CANADA*

METRO AREA	AVERAGE DAILY RATE
Calgary, Alberta	$39.39
Montreal, Quebec	34.92
Ottawa, Ontario	49.42
Toronto, Ontario	38.45
Vancouver, British Columbia	45.95
Winnipeg, Manitoba	42.95
CANADIAN AVERAGE	**$41.85**

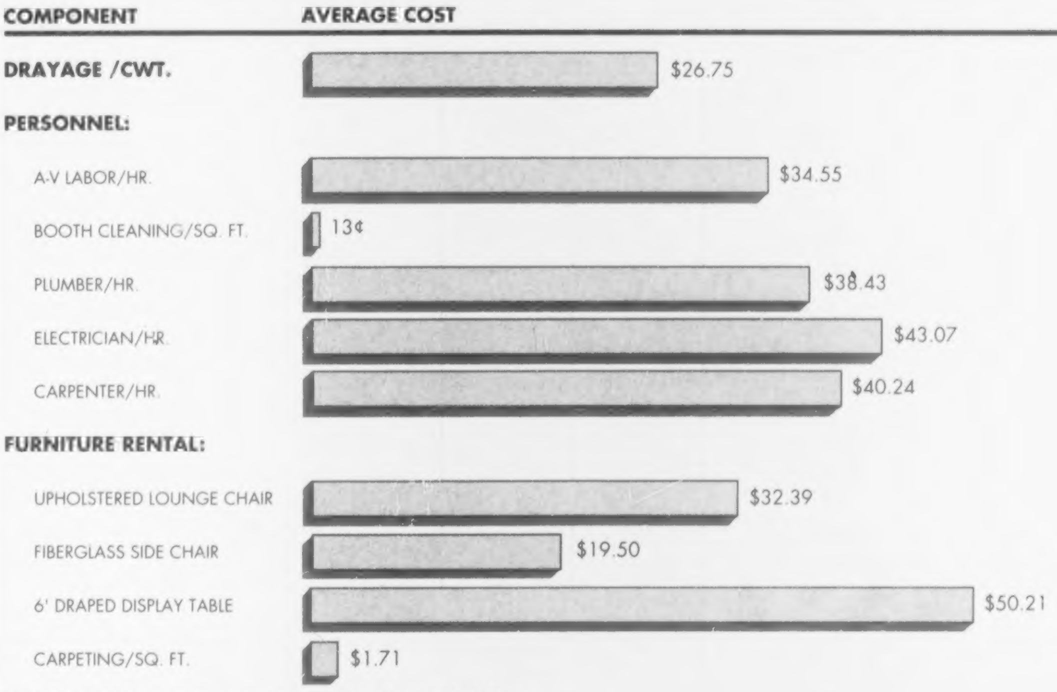
*Costs are expressed in Canadian dollars.

Notes: Average daily rates reflect the local non-discounted cost of renting a compact car (excluding insurance, tax, and mileage restrictions, where applicable). Due to the frequent changes in such rates and the possibility of local promotions and discounts, however, these rates should only be used as a basic guideline when allocating auto-rental expenses.

SOURCES: Runzheimer International; *1992 Runzheimer Meal-Lodging Cost Index.* Sales & Marketing Management; *1992 Sales Manager's Budget Planner.*

SALES SUPPORT

Trade Show Exhibit Costs



SOURCE: © 1991 by *Tradeshow Week*, Inc., Los Angeles, CA (213-826-5696).

TRANSPORTATION

Fixed and Operating Costs for Selected 1992 Model Autos

	ANNUAL COSTS (20,000 MILES)		
MODEL	**OPERATING**	**FIXED**	**TOTAL**
Mercedes Benz 300SEL (6-cyl.)	$2,480	$15,613	$18,093
Lincoln Town Car (8-cyl.)	2,260	9,899	12,159
Cadillac DeVille (8-cyl.)	2,340	9,730	12,070
Chevrolet Caprice CLS (8-cyl.)	2,230	7,066	9,296
Buick Le Sabre LTD (6-cyl.)	2,060	6,764	8,824
Oldsmobile Cutlass Ciera (6-cyl.)	2,020	6,151	8,171
Ford Taurus L (6-cyl.)	1,970	6,041	8,011
Chevrolet Lumina (6-cyl.)	2,030	5,932	7,962
Dodge Caravan (4-cyl.)	1,870	5,753	7,623
Plymouth Acclaim (4-cyl.)	1,780	5,512	7,292
Toyota Camry DLX (4-cyl.)	1,730	5,235	6,965
Ford Tempo GL (4-cyl.)	1,810	5,094	6,904
Honda Accord DX (4-cyl.)	1,830	4,984	6,814
Chevrolet Cavalier RS (4-cyl.)	1,750	5,048	6,798
Ford Escort LX (4-cyl.)	1,620	5,170	6,790

Notes: Operating Costs include fuel, oil, tires, and maintenance. **Fixed Costs** include insurance, depreciation, financing, taxes, and licensing. All costs are based on a 36-month/60,000-mile retention cycle (20,000 mi./yr.). Models listed are 4-door sedans equipped with automatic transmission, power steering, power disc brakes, air conditioning, tinted glass, AM-FM stereo, body side molding, cruise control, left-hand remote control mirror, rear window defogger, and pulse windshield wipers.

SOURCE: Runzheimer International; Rochester, WI.

TRANSPORTATION

Fixed and Operating Costs for a 1992 Midsize Car in Selected Cities

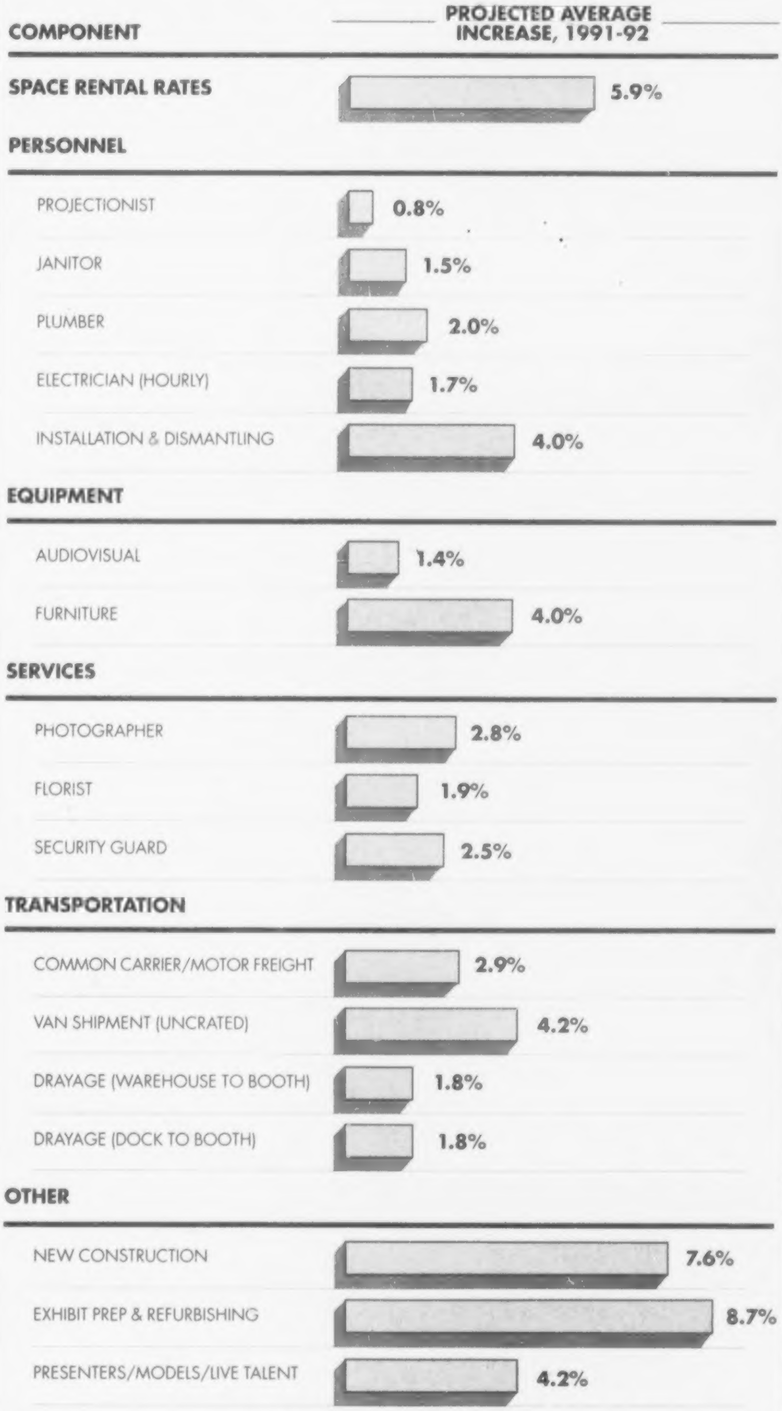
LOCATION	**FIXED COSTS**	**OPERATING COSTS**	**TOTAL ANNUAL COSTS**
Los Angeles, CA	$6,074	$1,455	$7,529
Boston, MA	4,897	1,463	6,360
New York, NY	4,742	1,568	6,310
Chicago, IL	4,290	1,530	5,820
Baltimore, MD	4,325	1,425	5,750
Washington, DC	3,923	1,523	5,446
San Antonio, TX	4,100	1,343	5,443
Milwaukee, WI	3,824	1,380	5,204
Orlando, FL	3,708	1,328	5,036
Des Moines, IA	3,718	1,298	5,016
Birmingham, AL	3,651	1,283	4,934

Notes: Operating Costs include fuel, oil, tires, and maintenance. **Fixed Costs** include financing, insurance, depreciation, taxes, and licensing fees. Figures are based on expenses for a 1992 model midsize 4-door sedan equipped with automatic transmission, power steering, power disc brakes, tinted glass, AM-FM stereo, cruise control, and air conditioning, with an assumed retention cycle of 4 years/60,000 miles.

SOURCE: Runzheimer International, Rochester, WI.

SALES SUPPORT

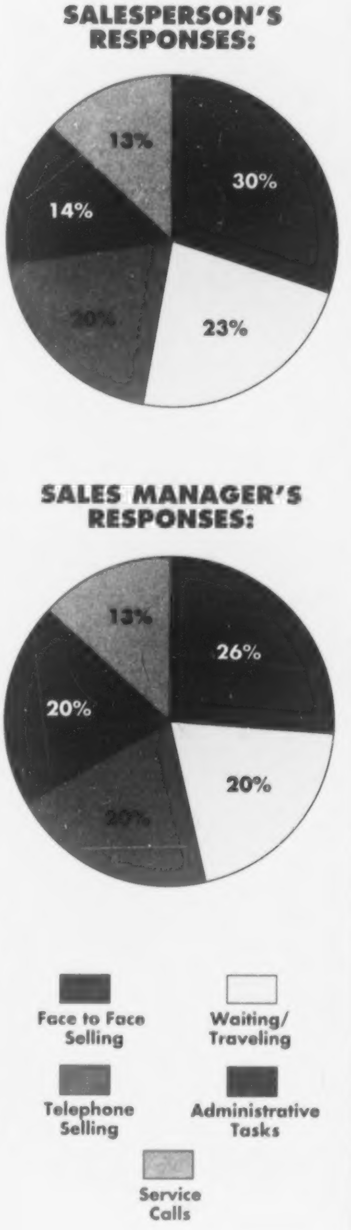
Expected Increases in Trade Show Exhibit Costs



SOURCE: International Exhibitors Association; *The 1992 Budget Guide*. Complete copies of the guide can be obtained for $25 from the International Exhibitors Association, 5501-B Backlick Rd., Suite 200, Springfield, VA 22151.

SALES SUPPORT

How Do Salespeople Spend Their Time? (per week)



Source: Dartnell Corporation; 26th Survey of Sales Force Compensation

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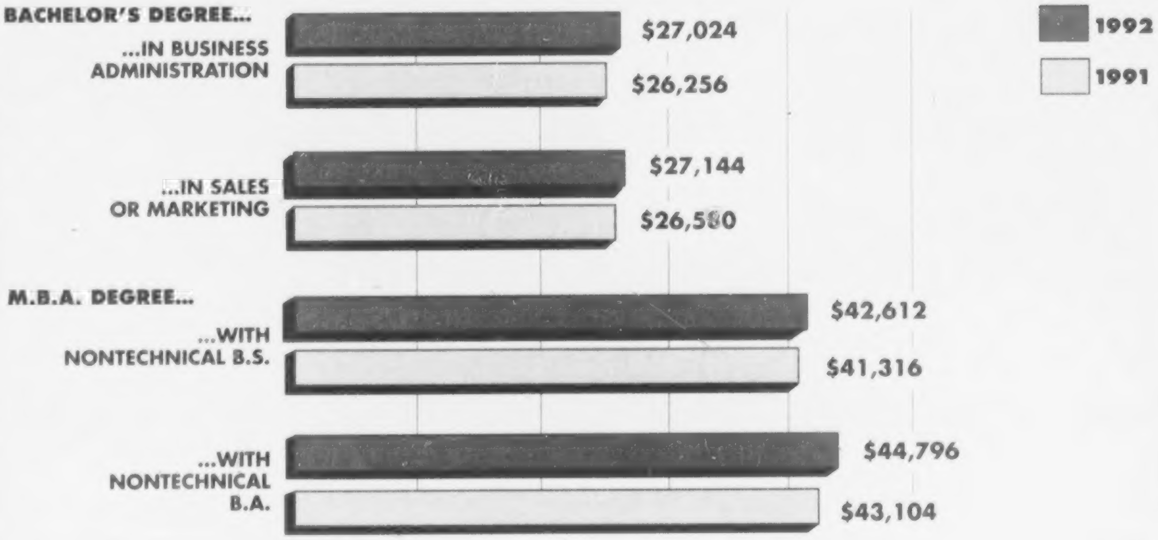
COMPENSATION

Starting Salaries of College Graduates to Be Hired

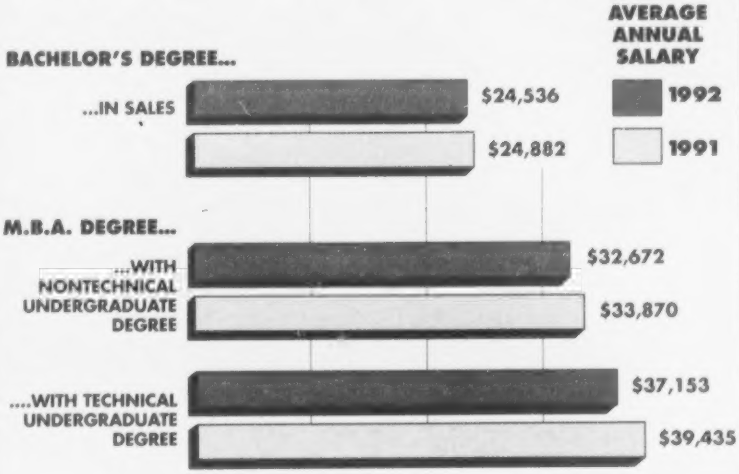


Note: The salaries shown are what companies offered, not what they actually paid.

SOURCE: Northwestern University Placement Center, *The 1992 Northwestern Lindquist-Endicott Report.* Complete copies of the report can be obtained for $40 (prepaid) from the Northwestern University Placement Center, Scott Hall, Northwestern University, Evanston, IL 60208-1005.

TRAINING

Starting Salaries of Trainees with College Degrees



Notes: This salary survey is a study of the average dollar offer made to new college graduates. Data have been gathered from 433 placement offices located throughout the U.S. In this table, M.B.A. candidates are defined as students seeking a degree in Business Administration, Industrial Management, or Commerce. Candidates with a nontechnical undergraduate degree are defined as those with less than one year of full-time, nonmilitary employment.

SOURCE: College Placement Council, *Salary Survey: A Study of 1991-92 Beginning Offers (March 1991-92 interim figures)*. 1992.

SALES & MARKETING
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SALES SUPPORT

Advertising and Promotional Expenditures as a Percentage of Net Sales

INDUSTRY	AD/SALES RATIO 1991	ANNUAL GROWTH RATE 1990-91
Food Products		
Food & Kindred Products	6.3%	9.6%
Meat Products	1.7	12.4
Dairy Products	4.1	22.9
Canned Foods	7.7	8.8
Flour & Other Grain Products	9.4	6.8
Bakery Products	8.0	17.8
Malt Beverages	4.9	10.9
Tobacco Products		
Cigarettes	3.9	–3.0
Textile Mill Products		
Textile Products	1.8	4.1
Apparel		
Apparel & Other Finished Products	4.3	10.1
Furniture & Fixtures		
Household Furniture	3.8	11.2
Office Furniture	1.0	3.3
Printing & Publishing		
Newspapers	3.1	6.0
Periodicals	5.8	22.4
Books	2.9	3.8
Chemicals & Allied Products		
Chemicals & Allied Products	2.3	12.1
Industrial Inorganic Chemicals	19.4	7.6
Plastic Materials & Synthetic Resins	1.3	1.3
Soaps & Other Detergents	7.8	9.0
Paints, Varnishes & Lacquers	2.6	11.3
Petroleum & Coal Products		
Petroleum Refining	2.1	–4.6
Paving & Roofing Materials	1.6	4.6
Rubber & Plastic Products		
Tires & Inner Tubes	4.1	2.0
Misc. Plastic Products	2.3	7.4
Footwear (except Rubber)	4.6	8.9
Stone, Clay & Glass Products		
Glass & Glassware	1.7	12.5
Pottery & Related Products	5.6	19.4
Foundries		
Iron & Steel Foundries	1.6	8.3
Fabricated Metals		
Heating Equip. & Plumbing Fixtures	2.2	–8.5
Machinery & Equipment		
Farm Machinery & Equipment	1.1	6.6
Lawn, Garden Tractors & Equipment	1.9	13.6
Metalworking Machinery & Equipment	3.8%	6.3%
Computer & Office Equipment	1.6	7.1
Computers	3.6	10.3
Air Cond., Heating & Refrig. Equipment	1.7	–0.9
Electric & Electronic Equipment		
Household Appliances	2.1	11.8
Household Audio & Video Equipment	5.1	14.0
Transportation Equipment		
Motor Vehicles & Car Bodies	2.2	11.0
Motor Homes	1.0	–9.5
Instruments & Related Products		
Optical Instruments & Lenses	1.0	7.3
Photographic Equipment & Supply	4.1	12.0
Watches, Clocks & Parts	2.2	5.7
Misc. Manufacturing Industries		
Jewelry & Precious Metals	2.1	8.0
Musical Instruments	2.9	0.4
Toys & Games	16.3	9.9
Sporting & Athletic Goods	4.0	5.2
Pens & Other Writing Instruments	5.7	10.4
Communications		
Radio Broadcasting	9.9	13.9
Television Broadcasting	3.1	10.1
Cable & Pay TV	2.9	17.7
Wholesaling		
Autos & Other Vehicles	4.3	9.3
Computers & Software	0.6	14.4
Drugs	0.8	24.1
Food	1.3	7.4
Retailing		
Lumber & Other Building Materials	1.9	3.9
Department Stores	2.8	4.5
Variety Stores	1.9	7.1
Grocery Stores	1.2	4.4
Auto Dealers & Gas Stations	1.2	32.1
Apparel & Accessory Stores	1.9	5.0
Women's Clothing Stores	3.3	10.1
Furniture Stores	7.6	6.3
Eating Places	3.4	7.8
Drug & Proprietary Stores	1.6	7.4
Catalog, Mail-Order Houses	6.9	6.7
Misc. Service Industries		
Hotels & Motels	3.9	6.0
Personal Services	7.2	7.3
Motion Picture & Videotape Production	13.2	9.2
Educational Services	6.9	11.5

Notes: The **Ad/Sales Ratio** shows the Advertising & Promotional budget for each selected industry as a percentage of Net Sales. The **Annual Growth Rate** shows the average annual compound growth rate in the advertising & promotional budgets of selected industries between 1990 and 1991.

This table is based on Advertising Ratios & Budgets, an annual study of advertising and promotional expenditures of major U.S. corporations published by Schonfeld & Associates, Inc. The study contains 1990 historical and current-year forecasts of advertising budgets for more than 5,700 publicly owned companies in over 390 different industries. Figures are compiled from 10-k reports filed with the Securities and Exchange Commission. Cautious interpretation is advised, however, since companies may vary on their interpretation of what constitutes advertising and/or promotional expenditures.

Also, large companies operating in several different fields may be listed only in their primary industry sector, and figures for privately owned companies do not appear. Copies of Advertising Ratios & Budgets are available at a cost of $295 from Schonfeld & Associates, Inc., 1 Sherwood Drive, Lincolnshire, Il 60069, 708-948-8080.

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MONEY WELL SPENT?

S&MM LOOKS AT THE USDA's MARKET PROMOTION PROGRAM

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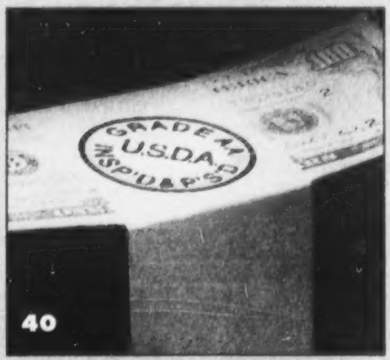

COVER BY CARL FLATOW

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ABP BPA

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MONEY WELL SPENT?

An inspired bit of marketing? Or just another example of government mismanagement and pork-barrel politics? *S&MM* looks at the USDA's Market Promotion Program.

BY BETSY WIESENDANGER,
SENIOR ASSOCIATE EDITOR

The plot goes something like this: The U.S. farmer complains that his products can't compete overseas. Thanks to tariffs and quotas and all sorts of trade barriers, he can't profitably export his prunes and pineapples and grain and oats. He pleads for help to sell his crops and make a buck, just as any other American business does.

The senators and congresspeople from the farmers' home districts are only too happy to help. "We don't want to be accused of neglecting our constituents," they say. "What we want is to be seen as decisive leaders who aren't afraid to flex some muscle. After all, we need to earn that healthy pay raise we voted ourselves back in December."

So here's what the boys in Washington tell the farmers: "We'll give your trade associations some money they can use to think up clever ads and put stickers on packages and tell the Japanese they should be wanting some of that good ol' American beef and down-home whiskey. All it'll take is a little marketing. Get those foreign consumers to long for American food. They want it, all right; they just don't know they want it."

Naturally, this sounds good to the farmers.

So the people in Washington pass a bill that creates something called the Market Promotion Program (MPP). The MPP authorizes the U.S Department of Agriculture (USDA) to dole out $200 million to help associations promote agricultural products in foreign countries. Money changes hands. Everyone is happy.

Well, almost everyone.

Enacted in 1990 as part of the Farm Bill, the MPP allows participating associations and consortiums to use USDA funds in two ways: Groups can use the money to mount generic promotions urging overseas consumers to buy American commodities, or they can distribute funds to individual corporations. These corporations, in turn, put the money toward promoting high-value products overseas.

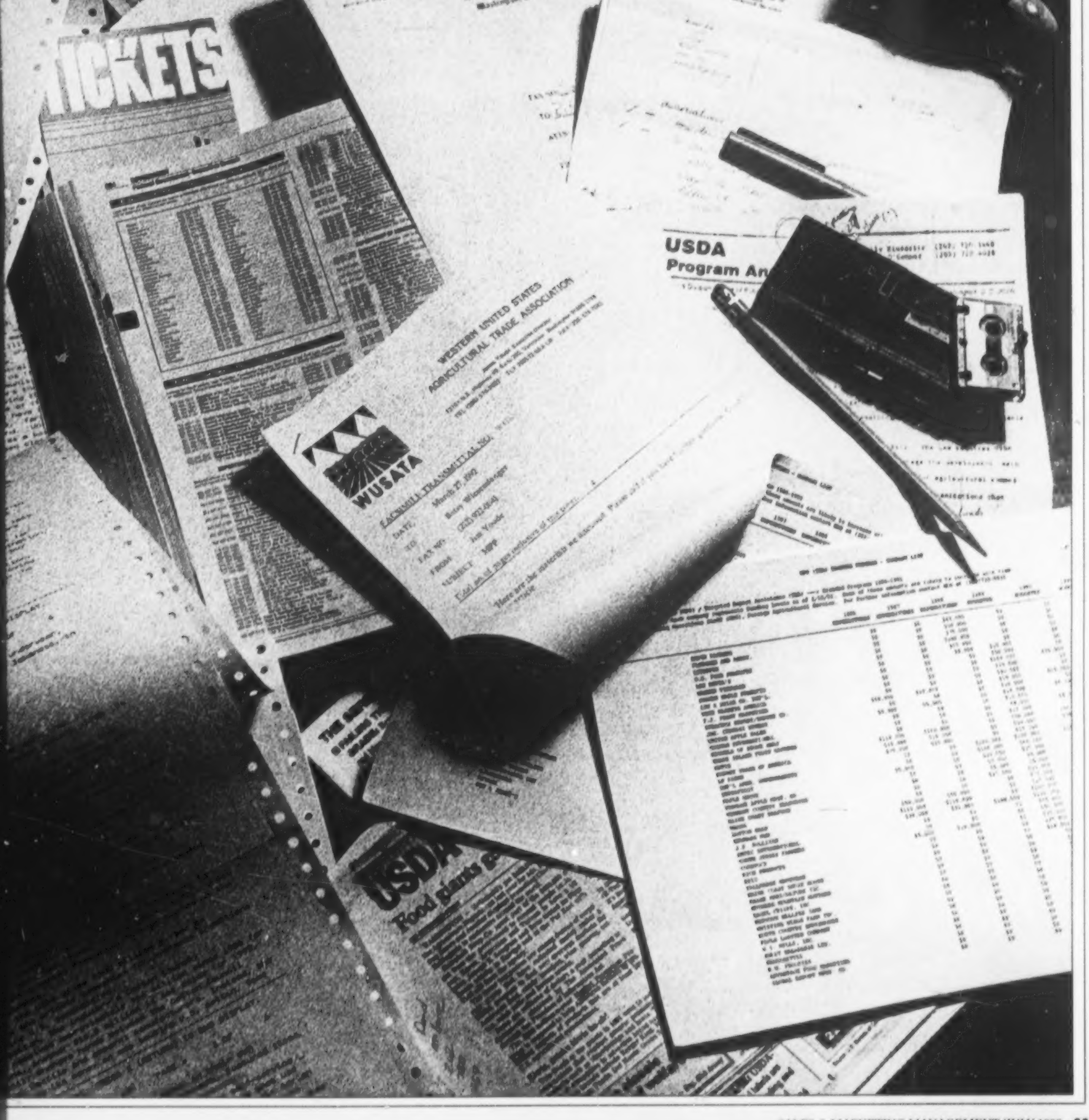
And just what, one might ask, does "high-value" mean? It's really nothing more than a nice way of saying "processed." The rationale reads as follows: People don't buy cotton or soybeans or sugar cane. They buy underwear and cooking oil and chocolate bars. Therefore, we should be promoting the products that use these raw materials, besides promoting the raw materials themselves. That's how the United States will regain lost ground in the export market.

The associations, of course, agree with this line of logic. They divvy up the big money among the big companies in amounts like $900,000 and $2.3 million.

Then things start smelling bad. It seems that the average taxpayer, whose money is bankrolling the program, can't find out how the bucks are being spent. Newspapers start questioning the wisdom of funneling taxpayer dollars to multibillion-dollar corporations. And when an ad agency nearly succeeds in bilking one association out of $1.8 million, eyebrows are raised even higher. Questions are asked. Stories are written. Congressional hearings are scheduled.

Fearful that the MPP purse will be snapped shut, agriculture associations and lobbyists fight back. They argue that it's about time somebody did something to give American commodities a fighting chance. This program has done some real good, they say. It has created

CARL FLATOW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jobs, pumped up exports, and generated revenue for just about everyone in the food marketing chain.

At present, nothing has been resolved. Each faction continues to battle to protect its own interests, with accusations and pithy sound bytes being lobbed like grenades into the enemy's territory.

And that, folks, is the quasi-fictionalized tale of the MPP, a program so laden with political innuendo and so burdened with bureaucratic inefficiency that it has become, for some, a symbol of everything that's wrong with the federal government.

Some story, huh?

Still, why should you care about all of this? There are two reasons. First, it's your tax money that's funding this program. Second, if you manufacture food products covered under the MPP, you have a stake in who gets the money and how it's spent.

But let's back up for a moment and pose a few questions: Has the program really helped farmers sell commodities? Who's monitoring the spending? Do companies with multibillion-dollar profits really need government assistance to market their products? And finally, why has the program become so tainted?

TO MARKET, TO MARKET

This Byzantine sequence of events began back in the late 1980s, when word reached Congress that the U.S. food industry—the people who grow, pick, process, and package food—was losing ground to foreign competitors. Basically, tariffs and quotas and various restrictions on imports made U.S. products so expensive in other countries that people didn't want to buy them. What angered U.S. farmers and food companies most, however, was the fact that the United States, unlike a lot of other countries, didn't provide all sorts of government subsidies to help export domestically made products.

"Even the score!" was the battle cry. So in 1990, the score was evened—or so many thought—with the creation of MPP.

"This program is essential for U.S. agricultural interests to survive in a very competitive world," says Bruce Andrews, president of the Western U.S. Agricultural Trade Assn. "If the world marketplace was readily accessible and free of trade distortions, programs such as MPP would be unnecessary. But in reality, no such playing field exists."

To get the money, associations such as the California Prune Board and Asparagus USA had to submit an appli-

The Quarter-Million-Plus Club

Here's a list of companies that received $250,000 or more in MPP funds in 1991 to help them market their products overseas. Some companies appear more than once because they received funding from different associations to market different products.

COMPANY	PRODUCT CATEGORY	1991 MPP ALLOCATION
Sequoia Enterprises	citrus	$9,999,656
Blue Diamond	almonds	6,216,900
Gallo	wine	5,121,000
Sunsweet Growers	prunes	3,740,000
The Pillsbury Company	corn	2,945,850
Sun-Maid	raisins	2,822,500
John West Foods*	seafood	1,600,000
Welch's	grapes	1,214,000
American Legend	mink	1,168,000
Ocean Spray	cranberries	1,000,000
Dole Fresh Fruit Co.	citrus	981,200
Brown-Forman	liquor	910,000
YG Urban*	cotton	860,000
Wrangler*	cotton	840,000
Hudson's Bay	mink	812,000
Borges*	walnuts	800,000
Heublein	wine	781,390
Vintners International	wine	758,550
Jim Beam Brands	liquor	728,000
Bobson*	cotton	648,000
Seagram	wine	525,000
M&M/Mars	chocolate	522,000
Dole Dried Fruit	almonds	489,720
Cal Prune Packing	prunes	487,000
Mariani Packing	prunes	460,000
Hansa Pacific	almonds	413,000
Dole Dried Fruit	prunes	410,000
Jil*	cotton	382,500
Sebastiani	wine	370,000
Valley View Packing	prunes	346,000
Fruit of the Loom*	cotton	344,737
Schenley International	liquor	339,000
Closed*	cotton	335,000
Dole	raisins	320,000
Master Foods	rice	300,000
Yetis*	rice	300,000
New Man*	cotton	290,000
Glen Ellen	wine	282,750
Toyobo*	cotton	280,000
Tri-Valley	tomatoes	280,000
Austin Nichols & Co	liquor	253,000
American Rice, Inc.	rice	250,650
Diamond	walnuts	250,000
Dole Dried Fruit & Nut	dates	250,000
Nestlé*	peanuts	250,000
Princess Foods*	seafood	250,000

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cation to the USDA, telling how the association planned to use the funds (i.e., TV commercials, in-store displays, or product sampling) and how results would be measured. Also, for each dollar awarded by the USDA, the association had to kick in at least a dollar of its own.

So far, so good, right? What, then, has consumer advocates, journalists, and politicians so up in arms?

One source of controversy is a stipulation that one-third of MPP funds go to individual companies for brand-name product promotions. That's why, for instance, M&M/Mars got $522,000 to pump up exports of its candy to foreign markets.

Unfortunately, that's also what has many people hopping mad. Why, say critics, should a company as mammoth as M&M/Mars get half a million dollars of taxpayers' money to essentially do something they were already doing?

When we called M&M/Mars to ask that very question, Hans Fiuczynski, the company's external relations director, had this to say: "I'm personally a bit philosophical about it. [The MPP] was something that was written in the law, like the [tax] deduction for home mortgage interest." In other words, if the government offers it, take it.

We also asked what M&M/Mars had spent its $522,000 on. All Fiuczynski would say is that the money helped "accelerate the growth of certain Southeast Asia markets that will remain nameless, and other markets in Central and South America." He declined to get any more specific than that, except to confirm that these markets are ones the company had already penetrated.

We then contacted several other MPP recipients. Hershey Foods, for one, was mum about what it did with the $224,000 it received. A spokesperson for the company cryptically explained that "we haven't offered interviews" on the subject. Numerous other MPP recipients, including pet food manufacturer The Iams Company and Brown-Forman Corp., makers of Jack Daniel's whiskey, didn't return our calls.

And it seems that Congress hasn't had any more luck than we did getting answers. Senators Richard Lugar (R-Ind.) and Patrick Leahy (D-Vt.) of the Senate Agriculture, Nutrition, and Forestry Committee, asked the General Accounting Office (GAO) to determine whether sound accounting procedures were being used to track MPP expenditures. Among the GAO's findings: Where the money goes has been poorly monitored; MPP provisions that specific percentages of a product must be made of U.S. commodities were spottily enforced; and funding decisions have been poorly documented. A case in point: One MPP recipient, the American Soybean Assn., was nearly bilked of $1.8 million in fraudulent fees. A subcontractor submitted phony bills, the error discovered only after a disgruntled ex-employee of the firm blew the whistle.

Senator Tom Daschle (D-S.D.) thinks the whole thing reeks of corruption and mismanagement. "The perception is that this is an international corporate slush fund that doesn't help U.S. businesses that much—and farmers even less."

There's more. An investigation by Jeff Taylor and Mike McGraw, reporters from the *Kansas City Star* who won a 1992 Pulitzer Prize for exposing the USDA's failings, revealed that the USDA frequently had no idea how the money channeled to individual corporations was spent. According to Norm Kallemeyn, deputy assistant administrator of commodity and marketing programs for the Foreign Agricultural Service (the group within the USDA that administers the MPP), it approves only the *criteria* by which associations decide how much money companies receive.

"There's no direct contact per se between the USDA and the private companies that get money to carry out brand promotion," says Kallemeyn. "We're sort of one step removed." Essentially, this means that the trade groups themselves—not the Agriculture Department, taxpayers, or any legislative body—determine how much cash each company gets.

This comes as no surprise to some Washington insiders. "The hardest dollar to trace is a federal dollar," quips Representative Dick Armey (D-Pa.), who has introduced a bill to scrap the MPP altogether. "A McDonald's could document that we gave them a $465,000 grant. But what has McDonald's done with it? Has there been a net increase in McDonalds's advertising? Has that increase in overseas advertising been greater than what it would have been without the grant? That's a very key question.

"If you talk to [MPP fund recipients], either in marketing or in the controller's office, and they refuse to discuss it, then it's pretty hard for you to get that information," he adds. "One of the problems corporate America has to understand is that you can't get your hand in Uncle Sam's pocket without reckoning up to the taxpayer."

And when word hit the street about the Japanese underwear scandal, there was plenty of reckoning to be done.

SELLING SKIVVIES IN SAPPORO

Perhaps the biggest blow to the MPP was the news that the USDA spent $1 million in 1991 to help sell *Japanese* underwear—*to the Japanese.*

Here's how it happened. The Cotton Council Int'l (CCI) used MPP funds to produce TV ads promoting American cotton. At the end of each ad, Gunze underwear (a Japanese brand) was identified as a product containing American cotton. In return, Gunze ads mentioned that its underwear was made from American cotton, and each package carried the Cotton USA logo. Although no money actually changed hands, the CCI spent $1 million to produce its ads and purchase ad time on Japanese TV.

Naturally, this arrangement didn't sit well with some. As Senator Daschle pointed out, if Americans found out that the U.S. government was subsidizing Honda's car manufacturing, "there'd be a firestorm" of criticism. There was indeed plenty of criticism. The CCI, however, stood its ground.

"Unfortunately, the articles [that have appeared in newspapers] to date have been trying to be headline-grabbers and aren't too concerned with the marketing rationale behind the CCI's involvement in the MPP. What the press goes straight to is, 'Hey, a big company received some support, isn't that terrible,'" said CCI executive director K. Adrian Hunnings.

What wasn't stressed in the news coverage, says Hunnings, is the fact that, as a result of CCI involvement,

"The MPP allows companies to spend what they need to in order to become known in a market."

Gunze requires that 95% of the yarn used in its products come from the U.S. (on average, yarn processed in Japan is comprised of only 50% American cotton). In the past two years, Japanese spinning mills have bought $60 million worth of U.S. cotton to satisfy Gunze's requirements.

In addition, over the five-year period that the CCI participated in the MPP (and its predecessor, the Targeted Export Assistance program), U.S. cotton exports increased from an average of 5.3 million to 7 million bales. "Much of this can be attributed to the MPP," notes Hunnings.

AND NOW, FOR THE DEFENSE

In the wake of the Gunze brouhaha, other trade organizations have weighed in with their own defense of the MPP. Bruce Andrews, president of the Western U.S. Agricultural Trade Assn., recently told a U.S. Senate Committee that among companies receiving MPP funds from the four regional agricultural associations he represents, exports increased by $178 million in 1990 and $395 million in 1991. The money helped sing the praises of more than 140 products, from apples to zucchini, in 65 countries, and created an estimated 36,000 new jobs here at home. Moreover, these associations limited the amount of aid any one company could receive to $79,000.

Another group, the Kentucky Distillers Assn., contends that the MPP has been instrumental in prying open markets for American bourbon. "Bourbon, while widely known in the U.S., is somewhat novel in most countries," says Ed O'Daniel, the association's president. "MPP provides the bourbon industry with an opportunity to make inroads into new markets that weren't previously available to us. And it has been successful. Bourbon sales have been increasing rapidly over the last five or six years, and about twenty-five percent of all bourbon now goes into the export market." Ten years ago, the demand overseas for American bourbon was "negligible," says O'Daniel.

Susan Smith, vice president of public and legislative affairs for the Chocolate Manufacturers Assn., sees the MPP as essential for helping the little guy break into foreign markets. "Some of our companies have to spend a lot of money overcoming other barriers, such as tariffs and transportation costs," she says. "By the time they end up doing all that, they really don't have much money left over for advertising. This has been especially true in Japan and Korea."

Smith adds that since smaller U.S. companies have a particularly hard time competing with well-known local products, "the MPP allows these companies to spend what they need to in order to become known in a market. Advertising a branded product and getting it known is the name of the game in the confectionery market."

Proposed changes to the program include placing a cap on the amount any company can receive.

And, of course, the USDA mounted its own statistical defense, asserting that the MPP boosts exports by anywhere from $400 million to $1.4 billion a year. Still, the USDA's Kallemeyn admits these numbers are at best a rough estimate: "There's definitely a multiplier effect [with the MPP], but I'll tell you, to quantify those things is a tough thing to do."

R.I.P. MPP?

As for the future of the program, it's pretty much anybody's guess at this point. The Senate Agriculture, Nutrition, and Forestry Committee has scheduled hearings throughout the remainder of the year to examine the MPP and other USDA programs. In addition, a bill proposing numerous reforms has been introduced. Changes outlined include:

- Limiting the size of companies allowed to participate to those earning *under* $500 million a year.
- Placing a cap on the amount any company can receive.
- Requiring that the products advertised be processed in the U.S. and made of at least 50% U.S. materials.
- Examining whether the U.S. should be promoting products that have been proven to be harmful to human health. (Some $12.5 million has been spent to promote the sale of tobacco products since 1986 through the MPP and the Targeted Export Assistance program.)

The bottom line is that these reforms would knock out roughly 80% of the largest companies in the program, according to Representative Peter Kostmayer (D-Pa.). "We would really gear it toward small U.S. companies, as opposed to large multinational corporations," he says. "I'm dubious about taxpayers subsidizing multinational corporations to advertise their products overseas where they could be using their own dollars to do that."

Some legislators are more extreme in their views of MPP. "We'll scrap that program," vows Representative Armey. "The light of day is going to shine on this program, and no member [of Congress] is going to want it to shine on him along with it. The MPP won't stand up under scrutiny."

Although it's hard to say at this point what changes will be made—or whether the program will survive at all—the MPP's fate now rests with Congress. Says the Chocolate Manufacturers Assn.'s Susan Smith: "It depends on what Congress wants—and what the public wants—the purpose of the program to be. People have their own agendas. Representative Kostmayer seems to want to involve more small and medium-sized companies. There are others who want to see more promotion of high-value products. In my view, there's no doubt that big companies are the ones that will be able to make the real impact on exports, and it seems that this is a major goal Congress has established for the program. If that's not what Congress wants, then they need to change the way they draft the bill."

Whichever side you come down on, this much is certain: When legislators like Representative Wyche Fowler Jr. (D-Ga.) charge that MPP stands for "more perks, please," proponents of the program face a long, tough battle. ❖

Survey **Datafact**

SUPPORTING THE SALES-SUPPORT STAFF

While the average compensation for a sales-support supervisor jumped 13.7% between the years 1990 and 1991 (from $36,087 to $41,038), the average compensation for a sales-support employee rose only 1% (from $18,681 to $18,873).

SOURCE: S&MM'S *1992 Sales Manager's Budget Planner.*

INFORMATION MANAGEMENT: A MOUNTAIN-CLIMBER'S GUIDE

An automated decision-support system can help your company scale the heights of today's mountainous market data.

BY SAM GILBERT

COMSTOCK

"Don't look back, someone might be gaining on you."

That's the advice venerable baseball pitching legend Satchel Paige was known to dispense whenever he was asked about the secret to his longevity. And although "ol' Satch" faced his last batter many seasons ago, his simple adage still rings true, especially in a business climate where the only two certainties are competition and more competition.

In fact, it might be said that those who hope to emerge unscathed from the current recession will have to concentrate virtually all their resources and energies on gaining and maintaining a competitive advantage, and for sales and marketing executives that means finding—and keeping—loyal and profitable customers.

Over the course of the last decade, this often daunting task has been made easier by the increasing availability and quality of market information. Lately, however, some managers are finding that too much of a good thing has its drawbacks—these days, data overload is becoming all too common in the realm of sales and marketing.

Therefore, it's crucial that you, as a decision maker, find easy-to-use techniques that can help make sense of this vast mountain of information, identifying opportunities consistently and reliably. Furthermore, it's also essential that you be able to convey that information to all the necessary parties—from the CEO to the novice salesperson—both clearly and concisely.

A tall order, to be sure. Still, many business marketers have taken up the challenge, turning to innovative automated solutions designed to combat information overload. These programs—most often called "decision-support systems"—are interactive, PC-based storehouses of analytical customer and business information that allow users to capitalize on their strategic value and broad-based applications. And although these strategies work best when customized for a specific marketing objective, a number of common features and applications exist.

WHAT'S THE NEED?

To illustrate the power of decision-support systems, consider the following scenario:

The vice president of marketing for an office-equipment supplier is looking to grow the revenue of his core product line. Part of the vice president's responsibility is to obtain and distribute leads to field sales locations that provide basic information such as company name and address, as well as key data elements such as industry, size of company (by employees or sales volume), and the decision maker's name.

The vice president recognizes that even the best lead-generation effort might become derailed without a way to consistently pinpoint the hottest sectors in the marketplace. Using a decision-support system, he can take into account results of previous marketing campaigns (such as historic response rates), as well as the dynamics of the external marketplace (including industry growth trends). This type of system can also point the vice president to a list that's close to ideal—or at least increase the odds of success. It can isolate prospects best suited to the particular offering, display the geographic distribution of the audience, and identify the sales channel that's currently being used for each specific industry targeted.

As noted above, decision-support systems are very often PC-based and interactive, which allows the user to experiment with different marketing strategies. These might include things like using telemarketing to prequalify leads or running "what-if" scenarios to realign sales territories on the basis of market potential. Such systems also allow sales and marketing executives to conduct campaigns that help increase business while maintaining a degree of consistency and reliability.

GETTING MORE FROM MARKET DATA

Decision-support systems derive their predictive power from their ability to leverage traditional marketing information. These systems have many different components; most are usually customized to reflect the objectives of a particular marketing program. However, there is a common foundation.

Customer information is almost always the starting point. The level of detail required from a "house" file, however, can vary depending on the objective of the marketing campaign. More often than not, very little account information is needed to produce powerful results.

For instance, if a marketer needs to target his message to the most profitable segments, some historical measure of account value is needed. It can be measured in terms of annual sales or number of units shipped. If a direct marketer is interested in targeting the most responsive audience, then a system should include some information on past campaigns, including a list of buyers and the mailings they responded to.

Business information also fuels the system. List compilers can typically provide a wealth of descriptive information about specific establishments in the business universe. The trick here is to pinpoint the right information for the specific type of marketing application.

Consider, for example, a system to predict ad campaign responsiveness. Its success depends on its ability to consistently and reliably distinguish prospects likely to respond from those who will not. Experience tells us that the more information used to predict the differences in buying behavior, the more successful the system. Typical information here might include line of business, payment performance, company size, growth trends, age of company, office location, and population density.

Specialized markets information is another key (although optional) system component. This is especially useful to a company interested in a sector of the economy where site-specific information is traditionally hard to come by. Highly specific information on a targeted sector of the economy often gives marketing campaigns an extra boost. For instance, a reseller of long-distance services needed to direct its message to those businesses that showed the greatest demand for this service. And while information on long-distance spending is collected by survey research firms, only a small portion of U.S. businesses are covered in this data.

Demographics, finally, add further predictive power to the decision-support system. This includes factors normally associated with consumer models, including household income and employment levels, among other things.

SYSTEM LINKAGES

Now the problem: Once assembled, these four general components can produce—without much effort at all—information overload. Even a small customer file, in fact, can comprise thousands of cases. Add to this an array of statistics on millions of U.S. businesses, and the result is a mind-boggling batch of data. What's needed, obviously, are system linkages that will allow you to create one cohesive set of data in order to make sense of it all.

"Information overlay" is a necessary first step. This process physically links each component to create a mas-

SUPPLEMENT HIGHLIGHT

The Nation's Top 25 Manufacturing Industries

SIC	INDUSTRY	SHIPMENTS ($ MIL.)	TOTAL EMPLOYMENT
3714	Motor vehicle parts & accessories	$49,388	526,255
2834	Pharmaceutical preparations	34,504	285,888
3571	Electronic computers	33,680	257,944
2752	Commercial lithographic printing	33,330	479,976
3089	Plastics products, n.e.c.	33,110	419,342
3721	Aircraft manufacturing	27,597	338,570
2621	Paper mills	26,895	208,772
3711	Motor vehicle & passenger car bodies	26,054	250,510
3674	Semiconductors & related devices	24,509	236,673
3312	Steel works & blast furnaces	23,896	254,505
2911	Petroleum refining	23,176	185,766
2711	Newspaper publishing & printing	20,926	462,300
2015	Poultry slaughtering & processing	20,009	180,578
3599	Industrial machinery, n.e.c.	18,777	301,784
3663	Radio & TV communications equipment	18,742	187,950
3812	Search, navigation & guidance systems	17,903	195,683
3724	Aircraft engines & parts	17,758	196,734
2721	Periodical publishing & printing	17,516	175,219
3577	Computer peripherals, n.e.c.	17,103	136,152
2819	Industrial inorganic chemicals	16,997	127,017
3679	Electronic components, n.e.c.	16,166	208,207
2869	Industrial organic chemicals	16,087	119,922
3661	Telephone & telegraph equipment	15,967	137,670
3728	Aircraft parts & equipment, n.e.c.	15,550	180,704
3841	Surgical & medical instruments	14,559	150,925

Note: n.e.c. = not elsewhere classified.

SOURCE: Dun & Bradstreet Information Services; © 1992.

ter data set. Through something called "entity matching," each record in the main file will contain pertinent customer and business information for a particular business establishment. Once created, the master file sets the table for further analysis.

Step two involves "information modeling," actually a catchall for many different types of statistical processes, all of which contain one overriding objective: to make sense out of many disparate pieces of information.

From relatively simple tabulations to sophisticated regression modules, these processes weave together individual threads of information to create an analytical "tapestry." By quickly and consistently sifting through millions of individual pieces of information, all of these systems have supported numerous varieties of marketing applications.

To the sales and marketing executive responsible for growing his or her business profitably, decision-support systems will help find those relatively few good prospects. The following three types of systems will assist you in raising the odds of identifying prospects that will eventually turn into customers.

■ **Market segmentation systems** are intended, in part, to locate niches that offer the greatest revenue potential for a company's services. Why is a system needed for this? Well, unless a company is geared to producing goods or services targeted to a well-defined user base (such as textile mill operators), the process of locating markets with the highest potential can be an involved and often unrewarding, as well as frustrating, task.

A more typical scenario is the case of an office-equipment supplier that can potentially claim customers in almost every sector of the U.S. economy. With a diverse customer base numbering in the thousands (and with limited marketing resources), finding the relatively few pockets of opportunity for this company is almost the equivalent of the search for the proverbial needle in a haystack.

By capitalizing on the value of a customer database, segmentation techniques can provide unprecedented clarity to the data. By first overlaying business data and then applying clustering procedures to a business's customer base, these systems can pinpoint the relatively few industries that drive a company's revenue. Once these top markets have been isolated, the prospects that most resemble top customers can be easily identified and pursued.

These dynamic systems—which can prioritize segments based on factors such as the likelihood of closing a sale and the historic productivity of customers in that niche—can even run "what-if" scenarios, which take into account changing market conditions such as a competitor's inroads into a particular segment. What they have in common is the ability to provide quick and reliable answers, whether in easy-to-use management reports or more sophisticated interactive software packages.

The ability to prioritize prospects by market potential brings a host of benefits. The major advantage is a careful allocation of sales and marketing resources. For instance, a marketer can distribute the best leads to the sales force and leave the "middle tier" to a lower-per-unit-cost direct mail campaign. Also, market potential, when calculated for each sales territory, plays a pivotal role in setting sales quotas equitably. Finally, for a company that markets many different products or services, finding the best prospect pool for each will uncover opportunities for cross-selling and vertical marketing efforts.

■ **Response modeling systems** can take a bird's-eye view of the marketplace once the most promising segments are clearly identified. The objective here is to help pinpoint with even greater accuracy the individual establishments that will respond positively to a particular marketing campaign. With mailing and processing costs constantly increasing, direct marketers need to be more judicious than ever in deciding which prospects will get their message. ►

SUPPLEMENT HIGHLIGHT

The Nation's Top 25 Non-Manufacturing & Service Industries

SIC	INDUSTRY	RECEIPTS ($ MIL.)	TOTAL EMPLOYMENT
8062	General medical & surgical hospitals	$236,576	4,169,587
8211	Elementary & secondary schools	207,529	5,543,955
8221	Colleges & universities	126,749	2,038,621
4911	Electric services	119,475	565,187
8011	Offices & clinics of medical doctors	111,517	1,334,158
8111	Legal services	82,052	1,104,884
6531	Real estate agents & managers	74,586	962,684
6411	Insurance agents, brokers & services	73,905	1,149,629
7389	Business services, n.e.c.	72,989	926,322
7011	Hotels & motels	62,231	1,565,345
4813	Telephone communications	58,752	485,608
8711	Engineering services	56,510	769,315
6021	National commercial banks	55,859	884,580
4213	Trucking	53,952	670,013
8741	Management services	49,254	589,398
6211	Security brokers & dealers	46,170	458,218
8742	Management consulting	39,588	429,921
6022	State commercial banks	38,904	616,076
8661	Religious organizations	35,702	803,465
8721	Accounting, auditing & bookkeeping	33,808	655,174
6331	Fire, marine & casualty insurance	32,061	514,035
6512	Operators of nonresidential buildings	30,198	377,709
7363	Help supply services	29,948	301,406
8731	Commercial phys. & biological research	29,523	356,818
6311	Life insurance	28,551	457,760

Note: n.e.c. = not elsewhere classified.

SOURCE: Dun & Bradstreet Information Services; © 1992.

The advantage of a response model, like the segmentation technique outlined above, is that it leverages the value of customer information—in this case, the history of a past marketing campaign. It does this by overlaying and examining the wealth of business information that may yield any number of clues. While the analytical techniques applied here are extremely sophisticated, the output is easily interpreted.

For each prospect record, a score is created that indicates the probability of receiving a favorable response. Prospects can then be prioritized and selected on the basis of the resulting score. The single score will ensure that marketing executives never have to sift through stacks of output to select the "right" list.

Also, by targeting mailings to high-return respondents, companies can instantly cut acquisition costs. This is done through a strategy of mailing more to a well-defined audience, or making more profit on current volume. For companies that traditionally make extensive use of buyers' lists, response models offer an unparalleled degree of selectivity in the ability to find the right audience.

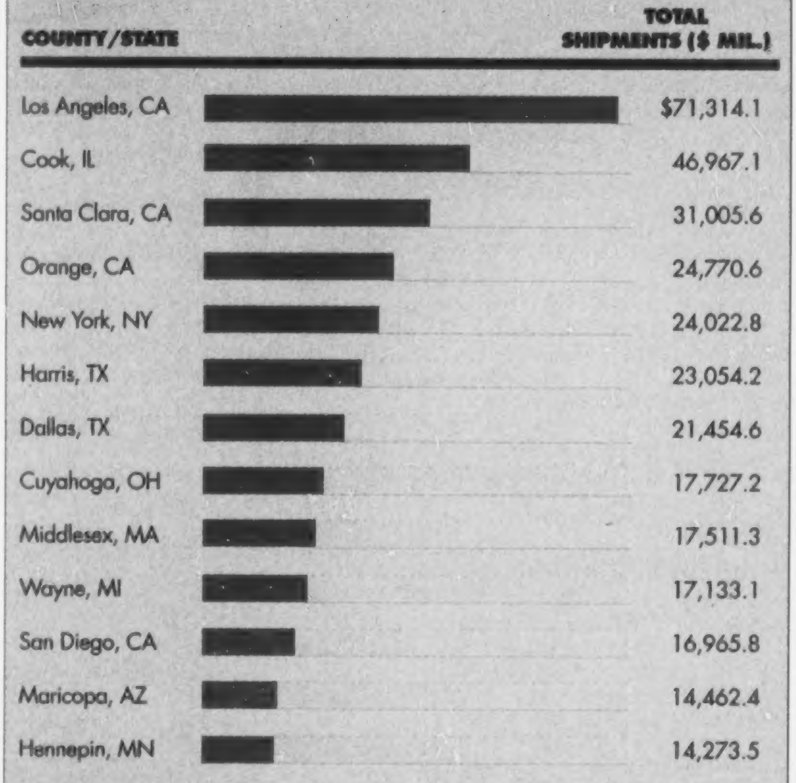
- **Credit prescreening**—a natural companion to the other decision-support systems—is designed to reduce the risk of delinquency when prospecting new firms. As noted above, market segmentation uncovers niches with the highest revenue potential, and response models result in targeting audiences that are most likely to respond positively. However, even the best marketing efforts will go awry if potential deadbeats come knocking at the door.

Credit prescreening, which helps to reduce the exposure of prospecting lists, allows marketers to realize a better return on their investment by reducing "wasted" promotional packages sent to companies with a high risk of delinquency potential. The cost per sale is reduced—and profitability is therefore increased—as salespeople make fewer calls to accounts that either can't afford to make the purchase or may require additional collection follow-up efforts.

As part of a direct mail campaign, credit terms can be tailored according to the type of audience. For instance, the group with least risk can be offered more favorable terms. The riskier the group, the more stringent the credit conditions that might be imposed. By using this innovative approach, a reduction in both marketing and credit costs is achieved.

SUPPLEMENT HIGHLIGHT

Top 25 Counties in Manufacturing Activity



SOURCE: Dun & Bradstreet Information Services; © 1992.

HOW IT CAN WORK FOR YOU

Maintaining an edge in today's unfriendly economic climate calls for the kind of creativity that can result in innovative solutions. So far, we've seen that raw data can be transformed into decision-support systems that help raise the odds of finding the highest-quality prospects, turning them into loyal and profitable customers. However, these systems aren't intended to be used indiscriminately. To work best, they must be developed so that they fit seamlessly into a company's overall business environment. In other words, to achieve successful results, careful consultation with the system's provider is needed at every step.

It's also crucial for a company introducing any such system to implement it carefully. For instance, leads generated from a market segmentation analysis may reflect new niches that represent unfamiliar terrain to the company's sales force. Consequently, these leads may be discarded unless some effort is made by management to ensure that they will be used. Well-defined sales incentives, for example, might be built into a lead-generation program. Or telemarketing may be used to qualify these leads before placing them in the hands of an unsuspecting and perhaps unknowledgeable or ill-equipped sales force.

Finally, let's not forget that few things are as irrelevant as yesterday's news. Given this, it's important for a company to make sure that any demonstrated results—positive or otherwise—are monitored carefully and fed back into the decision-support system. Even the most successful response model, for example, can be improved further if updated marketing campaign information is regularly included in the system. And as far as credit prescreening goes, the drastic changes taking place in business would suggest that today's good prospects may become tomorrow's credit risks.

As a hi-tech tool for business-to-business marketers, decision-support systems are transforming the world of data analysis by leveraging the value of marketing information. With the need for data increasing simultaneously with its availability, these systems offer a whole new world of opportunity for the busy sales and marketing executive. ❖

Sam Gilbert is managing consultant for Dun & Bradstreet Information Services, North America, Parsippany, N.J.

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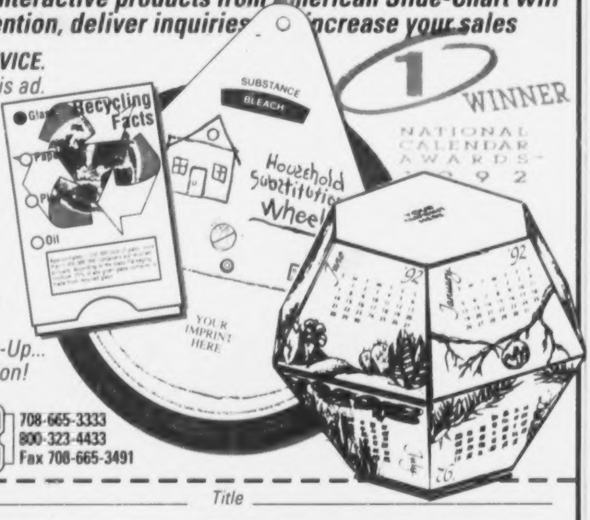

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SALES & MARKETING MANAGEMENT

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COVER BY GEORGE O'BREMSKI

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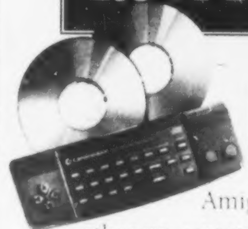

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HOME IS WHERE THE CUSTOMER IS

BY BETSY WIESENDANGER,
SENIOR ASSOCIATE EDITOR

Meet Gerry Granville. According to management consultant and author Jeffrey P. Davidson, Gerry is a member of what may be one of the most-overlooked markets in America: home-based businesses.

The story: Gerry was laid off from his advertising job in February 1989. Shortly thereafter, he decided to go into business for himself as a freelance copywriter. But first, he needed to equip his home office.

Although he already owned a computer—an old Compaq portable from the early 1980s—he needed a printer. It was important to Gerry that the printer be portable, since he'd be moving it to his kitchen table every day. He also knew he wanted to buy from a major manufacturer. After visiting several stores and comparing prices, he chose one of Canon's Bubble Jet™ models because it produces near-laser-quality output, received good reviews in computer magazines, and was light enough to tote easily.

When Gerry picked up four new clients within the space of a few weeks—one of whom was his former employer—he suddenly began to outgrow his kitchen-table workspace. Lighting in the kitchen was uneven, and one time he nearly lost an entire project when he tripped over the computer's extension cord. Also, when his kids came home from school at 3:30 each afternoon, they headed straight for the kitchen, thus making it difficult for him to concentrate.

Gerry decided to move his office into the basement. He bought a couple of small, two-drawer filing cabinets and made a desk by laying a piece of lumber across them. Soon he signed on three more clients. Over the next few months, he purchased a new computer, a computer desk, a fax machine, a telephone answering machine, and a bookshelf.

After moving his office yet again—this time to the family den—Gerry was finally set up in a space where he was comfortable and productive. Still, his spending spree continued. By year's end, he had purchased new carpeting for the den, a two-line telephone, a personal copier, a modem, and a laser printer.

WHAT HOME BUSINESSES SPEND

Gerry's purchases follow a predictable pattern, says Davidson, author of the book *Marketing to Home-Based Businesses* (Business One-Irwin, Homewood, Ill., 1991). "Most people start out small and increase their purchasing as they begin to generate revenues," he says. But just how big—and how lucrative—a market are the Gerrys of the world?

According to LINK Resources Corp., a New York City-based research and consulting firm, 11.8 million people are currently self-employed and work full time at home.

> **H**ome-based businesses currently comprise a $20 billion market. With the right combination of product and perserverance, you can join the ranks of those who believe "there's no place like home."

KATHY JEFFERS

Add to that those who are employed by a corporation but work at home part-time (10.5 million), people employed by a corporation but work at home full-time (5.5 million), and corporate employees who use computers at home to do office work after hours (10.6 million), and you're talking a potential market of *38.4 million* people for all sorts of business-to-business products and services.

And when you look at their buying power, the news gets even better. LINK estimates that home-based workers spent a total of $20 *billion* on home office products and telephone services in 1991 alone. The Electronic Industries Assn. estimates that this market accounts for 54% of all personal computer sales; and in a survey of *Home Office Computing* readers, respondents said they plan to spend an average of $8,700 on business purchases in 1992, with over half planning to purchase a fax machine or copier in the next 12 months and 41% planning to buy a graphics or accounting software program.

If home-based workers are such a hot market, why aren't more companies pouring money and resources into wooing them? One explanation is that many marketers feel home-based workers are at best a marginal market, citing high selling costs, low purchasing volume, and less opportunity than the corporate market. The most common reason, however, is that home-based workers are simply so hard to locate.

"It's easy to say, 'We know they're out there,' but it's so hard to corral this group. They're so splintered, so nebulous," says Davidson. "But my response is, we know what magazines they read—*Entrepreneur, Success,* and *PC World,* to name a few. We know what groups they belong to: the Small Business Network, the National Assn. of Home-Based Businesses, and the Mothers' Home Business Network, as well as their local PC-users group. And there are many mailing lists of this market for sale."

Home-Based Workers' Organizations

One effective way to get a leg up on the home-based market is to become active in organizations that serve this niche. Many groups sell advertising in their newsletters and directories, as well as rent their mailing lists. Although home-based workers will likely belong to associations specific to their industries (in addition to small-business groups and computer clubs), the following associations cater to a broad-based chunk of this market:

- **American Home Business Institute,** 397 Post Rd., Darien, Conn. 06820; 203-655-4380. This research organization provides information and education for home-based workers. Its services also include a monthly newsletter for members, group health insurance programs, a hot-line advisory service, and member discounts on office equipment and supplies.
- **Mothers' Home Business Network,** P.O. Box 423, East Meadow, N.Y. 11554; 516-997-7394. This 6,000-member national organization was founded six years ago to aid mothers working at home. Advertising is available in the group's quarterly newsletter, *Homeworking Mothers.* The network also rents its mailing list of 30,000 home-based working mothers, conducts an annual survey of its membership's buying needs, and offers a free newsletter, *Selling to Home Businesses.*
- **National Assn. for the Cottage Industry,** P.O. Box 14850, Chicago, Ill. 60614; 312-472-8116. This organization sponsors a trade show each fall, publishes a monthly newsletter in which advertising is available, and rents its mailing list of 60,000 names.
- **National Assn. of Home-Based Businesses,** P.O. Box 30220, Baltimore, Md. 21270; 301-581-1373. Membership in this organization is open to individuals who own and operate home-based businesses, as well as the professionals who serve them, such as lawyers and accountants. The association publishes *The Home-Based Business Newspaper,* in which advertising is available, and offers a mailing service to members and prospects.
- **National Home Business Institute,** 615 Mt. Pleasant Rd., Toronto, Ontario, Canada V6H1E7; 416-926-8746. Canada's first and largest association for home-based workers, it sponsors a "Canadian Work at Home" survey in which purchase intentions and psychographic and demographic data are detailed. It also sponsors three trade shows annually and offers consulting services, sells advertising in its quarterly newsletter, and rents its database of 25,000 people who either work at home or are contemplating working at home.

TARGETING THE HOME BUSINESS

To get a better handle on how to locate home-based workers—and how to sell to them once you've found them—let's take a look at three companies that have managed to penetrate this elusive yet lucrative market.

- **Citizen America, Inc.** Citizen America, a manufacturer of computer printers in Santa Monica, Cal., utilizes a one-two punch in its marketing assault, conveying its message to home-based workers through targeted *and* mass media.

"I like to get in front of them through publications I believe they're reading, like *Compute* and *Home Office Computing,*" says Earl Roddy, Citizen's marketing communications manager. "There are, however, a sizable number of home-based workers who aren't sophisticated enough to be reading these magazines. How are you going to nail these guys? The answer is through newspaper ads and radio—and not just any type of radio. Is this guy going to be listening to the traffic report on AM? No, he'll be listening to background FM music. When a commercial runs about making his home office more efficient, he'll sit up and listen."

Citizen is so hot on home-based workers, in fact, that it has designed a line of printers specifically for them, eschewing the larger corporate market in the process. "The corporate buyer is the great worm on the hook," says Roddy. "Sure, it's easier to sell a thousand printers to one person than to sell one printer each to a thousand people. But I have several problems with the corporate market: One, there's always going to be someone bigger and better known, like Epson, competing against me. Nobody ever lost their job for buying an Epson. Two, a corporate buyer is likely to have a buying cycle of one year. That'll kill you. It might be next year until you finally get the order. Three, you've got competitors on the 'preferred vendor' list to contend with."

The bottom line: "You can keep the corporate buyer," Roddy declares. "I'm going after people who don't know anything about computing. It's like a political campaign: You start with the little people."

■ **AT&T.** AT&T has been reaching out and touching the home-based worker for years, says Mary Lenny, AT&T's home-office market manager. After testing the waters by launching a quarterly newsletter in 1989, she notes, "We began to see that this market really has unique needs. They don't have access to information services and buying clout."

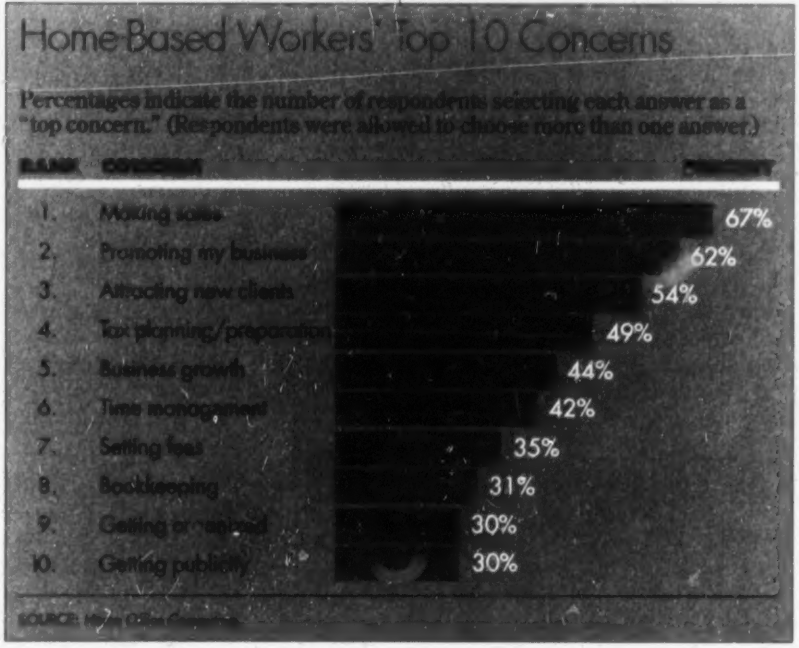
Hence the formation late last year of the AT&T Home Office Network (HON), a free service available exclusively to AT&T long-distance customers. Through HON, members receive discounts from a variety of vendors, including 50% off the start-up fee for the CompuServ database, up to $150 off airfare on Continental Airlines, 10% off purchases from Reliable HomeOffice catalogs, and, of course, discounts off AT&T products such as fax machines, telephone systems, and AT&T's Safari notebook computer.

To publicize the network, AT&T has relied primarily on direct mail, although it also placed ads in a number of selected publications. "When you look at cost per customer, direct mail was really the most efficient way to reach the target market," says Lenny. And although the company is tight-lipped about how it executed its direct-mail campaign, Lenny does say she was able to obtain lists of home-based workers from Dun & Bradstreet and other list brokers.

The result: Home-based workers responded in droves. Over half a million people joined HON in its first month alone, and Lenny says that overall purchases of AT&T products attributable to the home-based market have remained steady—or in some cases actually risen—during the recent recession.

Lenny's only regret is that she waited so long. "I would have liked to put this program out in the marketplace sooner," she says. "This segment has long been neglected because we couldn't reach them and offer a relevant array of products."

■ **Microsoft.** Marketers take heed. When Microsoft—a company whose sales rose an astounding 56% in the last quarter of 1991 alone—says it doesn't have the funds or the people to sell to home-based workers one-on-one, you've got to believe no one does. Still, that doesn't mean the software giant has spurned this market altogether. Instead, its salespeople are going after a related but easier-to-reach group: educators and the staffs of small-business development centers—in other words, the people home-based workers go to for advice.



Microsoft provides these educators with a turnkey teaching tool that includes a supply of 60-page booklets titled *Growing Your Business with Microsoft Works*, as well as a companion manual for teachers and, naturally, a lot of Microsoft software. "The package is a self-guided way for people to learn about the fundamentals of small-business management, such as cash flow analysis, doing an income statement or balance sheet, and writing a sales letter," explains John Sage, marketing manager for the "Works" family of products.

Microsoft provides the package free or for a nominal charge. But does leapfrogging customers to target the people who merely influence the purchase decision actually move more product? Definitely, says Sage. "If you can get the people who are looked upon as trusted advisers to talk about your products and educate small-business owners about using them, you're in a good long-term position."

The linchpin in Microsoft's strategy is distribution. Once the company has pushed customers' "buy" buttons, the product must be available where and when they normally shop. "For a long time, software was sold only in hardware/software stores or software-only mall shops," says Sage, "and that can be inconvenient—not to mention intimidating—to a person just starting up an office. Often, the old-model hardware/software shops held banker's hours. They'd be closed at six every night and all day Sunday. We recognized that people were looking to buy computers and software for their home and small businesses in nontraditional locations." Hence, the "Works" line is sold through mass-merchant outlets, such as Sears and Dayton-Hudson, as well as traditional computer stores.

THERE'S NO PLACE LIKE HOME

If there's anything to be learned from the experiences of Citizen, AT&T, and Microsoft, it's that home-based workers aren't a homogeneous group. How you market to them will depend on the nature of your product or service, the resources you have at

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hand, and what has worked—and hasn't worked—for you in marketing to other niches.

Still, some generalizations are possible. In an Electronic Industries Assn. survey, for example, the number one factor influencing home-based workers' purchases was price. Ranking almost as high, however, were three factors tied to brand dependability: 1) the manufacturer's reputation; 2) warranty/guarantee terms; and 3) service and support provided by the manufacturer.

The Top 10 Home-Based Occupations

RANK	PROFESSION
1.	Consulting
2.	Computer services/programming
3.	Business support/services
4.	Financial support/services
5.	Independent sales
6.	Graphic, visual, or fine arts
7.	Writing
8.	Marketing/advertising
9.	Construction/repair
10.	Real estate

SOURCE: *Home Office Computing.*

Clearly, these data have broad implications. "If you're marketing to home-based workers, you want to establish that your product or service is cost-effective, that you stand behind your brand, and that it's efficient to use," notes Hugh Roome, publisher of *Home Office Computing.* "These people are fairly draconian about homing in on what will make their businesses more productive."

And although there's no one best medium through which to reach this market, experts agree that some strategies seem to work better than others. "We found through testing that home-based workers are extremely resistant to talking to telemarketers," says Roome. "And they generally don't want to talk to door-to-door salespeople.

"What this leaves you with is advertising and direct mail," Roome continues. "But don't forget that home-based workers are extremely busy, so it has to be very, very quick. They aren't the kind of people who open up elaborate ten-piece mailers with all kinds of scratch-off and involvement devices. You have to get to them right away with the message of price, effectiveness, and quality."

Catalogs have proven to be another highly effective channel. Research from *Home Office Computing* shows that while only 2% of the general public spends over $1,000 on items ordered through the mail, 25% of all home-based workers spend at least that amount each year.

But no matter how you court this market, warns Jeffrey Davidson, don't come up short on service: "One of the biggest mistakes companies make in marketing to home-based businesses is not having the service function built in. You have to have a system for these customers to get in touch with you if they need add-ons, replacements, or repair."

And while Davidson concedes that service is important to just about any customer, he notes that it's doubly critical for home-based workers. "In the traditional corporate office, the person who orders office supplies has lists of vendors' phone numbers and notebooks of previous requisitions," he explains. "But a home-based worker who is chief cook and bottle-washer usually isn't so good at finding a receipt six months later or keeping a phone number handy. Given this, you might change your packaging. It might have the 800 number or warranty numbers in different, more prominent, locations."

What *doesn't* work, says Davidson, is taking a marketing plan that worked for another niche and simply throwing it at the home-based market. "If you were a fly on the wall and could see where home-based workers work, how organized they are, what kind of equipment they use, and what their schedules are like," says Davidson, "you would make changes in your marketing approach. These changes might be subtle or drastic, but there's no doubt you'd make them. The point is, get to know this customer just like you got to know the traditional corporate customer. It will be worth it." ❖

Survey **Datafact**

NORTHERN EXPOSURE

While the average yearly compensation for a sales supervisor in the northeast region of the United States checked in at $75,747 in 1991, the compensation for a supervisor in the southern region of the country averaged only $49,400.

SOURCE: S&MM'S *1992 Sales Manager's Budget Planner* which are backed by a database for organizing and reorganizing this information and transferring data to and from other systems.

"Communicators spend much of their time in meetings gathering and disseminating information, often organize their day by to-do lists, and take fewer—yet longer, more involved—notes."

Although pen computers still generate more talk than action, market tempo is beginning to quicken. GRid's monopoly has been ended by the entrance of NCR and IBM into the market. At the recent Comdex/Spring show, several marketers, including Sanyo Electric, Kurta, and MicroSlate, unveiled pen-based PCs with the latest 486 chips, which will vastly enhance the machines' capabilities. However, corporate buyers have so far remained in a wait-and-see mode, buying small lots for pilot tests.

SERVICES DOMINATE PC USER MARKET

If you want to hitch your product or service to the desktop computer revolution, service industries should be your prime sales target. In fact, six of the 10 industries that account for the greatest share of the 58 million installed micros have "services" in their titles, according to the latest census by Computer Intelligence's Comtec Service. One reason why service-type industries dominate: That's where the "knowledge" workers are concentrated.

Current buying plans indicate services will continue to dominate the PC picture, says Dan Ness, senior industry analyst of the La Jolla, Cal.-based market research firm specializing in hi-tech industries. However, Ness cautions that buying intentions are a short-term factor, "reflecting current hot spots of buying interest." Industry rankings constantly change, he adds, in response to economic fluctuations, seasonal variations, and market maturity. ❖

PC Share by Industry

The Top 10

SIC	INDUSTRY	% OF INSTALLED PCS
82	Education services	20.56%
87	Engineering/ management services	5.05
80	Health services	5.05
73	Business services	3.79
60	Banking	3.16
50	Wholesale, durables	2.76
86	Membership organizations	2.34
94	Human resources	2.25
73	Electronic data processing services	2.19
63	Insurance carriers	2.19

...and the Bottom 10

SIC	INDUSTRY	% OF INSTALLED PCS
89	Services, n.e.c.	0.09%
84	Museums/gardens	0.08
14	Mining, nonmetallic	0.07
12	Mining, coal	0.06
46	Pipelines	0.05
21	Tobacco manufacturing	0.05
10	Mining, metal	0.04
31	Leather manufacturing	0.04
08	Forestry	0.02
09	Fisheries	0.01

Notes: SIC = Standard Industrial Classification. n.e.c. = not elsewhere classified. The federal government groups Business services and Electronic data processing services together in SIC 73, while Comtec separates them into two categories.

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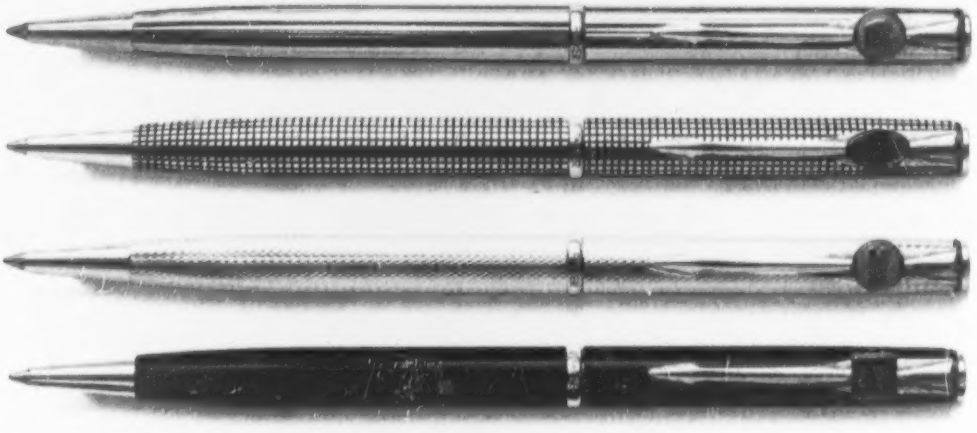

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1992 SURVEY OF BUYING POWER

SECTION A: USER'S GUIDE AND HIGHLIGHTS

SECTION B: SUMMARIES AND METRO MARKET RANKINGS

SECTION C: METRO, COUNTY AND CITY DATA BY STATE

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A BILL PUBLICATION
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SALES & MARKETING MANAGEMENT

1992 SURVEY OF BUYING POWER
AUGUST 24, 1992

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SECTION A

USER'S GUIDE

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A USER'S GUIDE TO THE SURVEY OF BUYING POWER

A sampling of some of the many ways the Survey can be used for sales, marketing, and advertising applications.

HOW THE GUIDE IS ORGANIZED

This User's Guide has been divided into three basic sections: Sales, Marketing, and Advertising. Each one offers a sample of applications that can be expanded upon according to your specific needs. To acquaint yourself with the *Survey*, locate the appropriate section that relates to your industry and take a minute to read through the outlined procedures. The examples provided will get you started toward generating the information and answers you require.

SECTION 1: SALES
A. Measuring Sales Performance
B. Setting Sales Goals
C. Setting Sales Quotas
D. Territory Analysis

SECTION 2: MARKETING
A. Measuring Market Potential
B. Developing Marketing Strategies and Distribution Channels
C. Evaluating New Product Potential

SECTION 3: ADVERTISING
A. Test Market Selection
B. Co-op Advertising Allocation
C. Media Allocation
D. Media Selection

SALES PLANNING APPLICATIONS

A. Measuring Sales Performance

How do you determine how well your sales force is doing? Is a salesperson who exceeds quota by 20% really performing better than someone who may have only achieved last year's projected levels? The answer isn't as simple as you might think, since it involves a number of other factors, not the least of which is the statistical makeup of the territory itself. To sort through these complexities, you're going to need an objective measurement of performance, and this is where the *Survey of Buying Power* can help.

Research on buying trends has indicated that consumers with the same *demographic* and *economic* profiles—and with access to similar channels of *distribution*—will normally buy the same quantity and quality of product. However, finding a way of equitably comparing markets based on these three factors is not an easy task, and this is where S&MM's Buying Power Index, or BPI, is most valuable.

By combining total population, income, and retail sales data—and assigning appropriate weights to each of these factors—a BPI is produced that charts the potential of a particular metro, county, or city relative to the U.S. as a whole (U.S. = 100.0000). And because the BPI compares all markets equitably, it can also be used as an indicator of sales potential through the construction of a Performance Index (PI).

To calculate a PI, simply take your annual sales—in this case we'll use 1 million pairs of shoes—and multiply that figure times the BPI for a particular market. Using the New York metro market as an example (BPI = 3.4639), this gives you a total of 34,639 pairs of shoes, which becomes the Sales Measurement (SM) for this particular territory.

This figure can be broken out further by utilizing the BPIs for the various counties that make up the New York market, which will in turn reveal the specific geographic areas where sales are lightest and heaviest. Once the Sales Measurement figure has been calculated, a Performance Index for the market (or any of its components) can then be constructed.

Continuing with this same example, if it is determined that actual sales in this market totaled 50,000 pairs of shoes, you divide actual sales by the SM figure, according to the following formula:

$$\text{PI} = \frac{\text{Actual Sales}}{\text{Sales Measurement}} \quad \text{or:}$$

$$\text{PI} = \frac{50{,}000}{34{,}639} \quad \text{which equals:}$$

$$\text{PI} = 1.44, \text{ or } 144.$$

S&MM EXCLUSIVE:

1990 Income Data from the U.S. Census of Population in this Issue

All Effective Buying Income (EBI) statistics, including all median household EBI figures, in this year's *Survey of Buying Power* are based on recently released income data from the 1990 Census of Population. Prior to this year, data reported in the *Survey* were based on the 1980 Census figures.

Whenever a new benchmark figure is incorporated into one of our *Survey* issues, trend lines are often skewed, and this year will surely be no exception—specifically due to the impact and change the Census figures bring with them every 10 years. It's not uncommon, for instance, to see uncharacteristically high or low EBI figures as compared to last year's numbers.

Also, when doing any population trend analyses, keep in mind that last year all population, household, and per-household retail sale figures were for the first time based on the 1990 Census of Population. Prior to that year, all population data reported in the *Survey* were based on the 1980 Census of Population.

SURVEY HIGHLIGHT

Metros with the Highest Percentage of Households with Incomes of $50,000 or More

Metro	% of Households with EBIs of $50,000 +	1991 Median Household EBI
Middlesex-Somerset-Hunterdon, NJ	56.3%	$55,212
Nassau-Suffolk, NY	54.6	53,425
Lake County, IL	53.1	52,751
Bridgeport-Stamford-Norwalk-Danbury, CT	51.3	51,203
Bergen-Passaic, NJ	50.0	49,975
San Jose, CA	48.8	49,087
Newark, NJ	47.1	47,321
Trenton, NJ	46.5	47,080
Washington, DC	46.4	47,347
Anchorage, AK	45.8	46,573
Anaheim-Santa Ana, CA	45.7	46,655
Oxnard-Ventura, CA	45.5	46,542
Honolulu, HI	43.9	45,046
Aurora-Elgin, IL	43.3	45,266
Joliet, IL	42.5	45,293
Monmouth-Ocean, NJ	42.4	43,790
Poughkeepsie, NY	41.6	44,063
Hartford-New Britain-Middletown-Bristol, CT	41.2	43,379
Manchester-Nashua, NH	40.6	43,623
Boston-Lawrence-Salem-Lowell-Brockton, MA	40.5	42,278
Oakland, CA	39.8	42,048
San Francisco, CA	39.3	41,307
Portsmouth-Dover-Rochester, NH	37.5	41,644
Chicago, IL	36.6	39,440
Santa Cruz, CA	36.1	38,972
U.S. Total	**26.3%**	**$32,073**

SOURCE: Sales & Marketing Management, *1992 Survey of Buying Power*

Since the Performance Index for the New York metro is greater than 100, this indicates that actual sales in this market exceeded those shown by the Sales Measurement figure (BPI ÷ Total Sales) by roughly 44%. However, if the PI figure turns out to be less than 100, this indicates that there is room for improvement. Of course, your product may be a bit more complicated than shoes, in which case you'll want to construct a custom BPI for calculating the Sales Measurement portion of your PI. For example, if you're selling a more specialized product, like running shoes, your market is much more limited than that for shoes in general. By using more specific factors in your BPI—consumers between the ages of 18 and 34 with household incomes over $25,000, for instance—you can effectively narrow your market profile. For a more in-depth explanation of how such a BPI is calculated, see "How to Construct a Custom BPI" on page A-19.

B. Setting Sales Goals

If you've found that the *Survey*'s BPI works for your particular product or service, or if you've constructed your own custom BPI, you can then use that figure to set goals for your salespeople in their individual territories.

Using the same example as in the previous section, if you're planning on increasing production by 10%—to 1.1 million pairs of shoes, don't simply add 10% to your actual New York sales of 50,000. Instead, go back and multiply the BPI by your new target figure of 1.1 million, which gives you 38,103.

Since you already know that sales in this market are 50,000, you can safely assume that even if there is little or no change in New York's level of performance, sales will exceed the goal for the coming year. This leaves you free to concentrate your efforts on weaker markets, and at the same time it doesn't penalize your New York salespeople for doing a better-than-average job.

Now let's move on to another example, looking at a product with a completely different kind of problem.

Let's say that your company sells briefcases. From your experiences in this market, you know that young adults buy proportionately more briefcases than older people. Therefore, by locating areas where the age mix of the population is above or below the national average, you can isolate the markets where your prospects are best. A typical example of this kind of situation occurs in the state of Florida.

The Sarasota metro area, with a relatively good-sized population of 287,800, has a median age of 49.0 years, compared with a U.S. average of 33.2. On the other hand, the median age in the Tallahassee metro (which is nearly the same size as Sarasota) is only 29.7. However, if all we look at are the BPIs for these two markets, we might assume they're not that dissimilar, since Sarasota's BPI of .1334 is only slightly higher than Tallahassee's .0914.

For a company selling briefcases, the obvious solution is to construct a custom BPI utilizing median age as the demographic component rather than total population, and possibly selecting a narrower income group, say $35,000-$49,999, as well as a more specific distribution channel (General Merchandise stores), making sure that these factors are weighted according to their relative importance.

C. Setting Sales Quotas

What is a fair quota? Basically, it can be defined as one that offers a realistic opportunity of being accomplished, as well as including the possibility of special awards for truly superior performance. In any case, fair does not always mean equal, since no two organizations deal with the same set of problems or challenges in the same way. But by utilizing the data in the *Survey of Buying Power*, you can develop a basic quota-setting system that can be easily altered to meet the specific needs of your product or service.

As a point of departure, assume that a fair quota is an achievable one, although any quota-setting procedure should first consider the individual salesperson. In other words, you must be able to evaluate past performance as part of the process. In addition, this same quota should realistically reflect the volume of goods or services that management believes can be sold in a given territory. In short, only a quota system that incorporates both experience and potential can truly be called fair. ►

As an example, let's take a company that manufactures tennis rackets with a national sales goal of 550,000 units. According to its own custom BPI, the figure for the Washington, DC, market is 2.3962, which translates to a quota of 13,179 units in this metro.

However, based on sales from the previous year, Washington has been shown to have a Performance Index of 118, which means that it is already above average in terms of its share of national sales. But a review of the territory's actual geographic boundaries reveals that—in addition to the Washington, DC, metro area—it also includes several counties in Virginia (Fauquier, Culpepper, Orange, Spotsylvania, Caroline, and King George) that are not part of the metro, some of which (Orange and Caroline) recorded no sales at all last year. In addition, since there are a number of cities in Virginia that are considered independent counties, the city of Fredericksburg must also be added to the territory. What this means is that custom BPIs for these outlying counties must also be calculated (even though some did not contribute to overall sales) and added to that of Washington, which results in a total BPI of 2.5337, with the Performance Index changing to a more modest 101.

As you can see, setting a quota for the Washington, DC, territory meant looking at the *total* geographic area, not just at the core metro where sales are the highest.

Finally, setting sales quotas also means assigning each part of a territory its rightful share of the total selling effort. If the index for a particular area proves to be below par (under 100), then it must be brought up to its proper level of performance via a carefully planned annual increase that does not overstate reality. Remember, to expect such a change to occur in the course of a single year might be asking more of your salespeople than they can legitimately handle.

D. Territory Analysis
Sales territories are all too often designated according to historical record rather than by an objective analysis of potential or performance. Through the use of *Survey* data, however, management is afforded the opportunity to undertake an objective process that identifies and meets territorial needs.

The first step is to utilize the aforementioned method of measuring territories for their sales potential. Ideally, all territories should have approximately the same collective BPI, either regular or custom.

One of the functions of management is to know whether there is a major buying office in a particular territory, and if this is the case, that factor needs to become part of the BPI equation for that territory (as well as for any surrounding territories).

Say you're the sales manager for a new product line being introduced by an existing company. The line consists of men's clothing, and up to this point, your company was selling only women's clothing. Since you'll be starting from scratch with a separate sales force, you'll first need to establish your sales territories. Your initial budget allows for the hiring of 12 salespeople, and with this in mind, you now need to decide where your territory boundaries should be drawn for the best possible coverage.

In the October *Survey of Media Markets* (formerly known as the *Survey of Buying Power-Part II*), you'll find metro market rankings for Men's and Boys' Clothing sales, which should help you identify the top markets for your initial effort. By creating a custom BPI for your product, you can then identify the size of the territory you'll want covered by each individual salesperson. By doing this, you'll eliminate the necessity for cutting back on territories later on, while at the same time getting the maximum effort from each of your salespeople, since they'll be concentrating on an achievable, workable territory that has been efficiently planned.

MARKETING APPLICATIONS

A. Measuring Market Potential
In order to make the most efficient use of the *Survey of Buying Power* in a marketing situation, the first thing you need to do is identify your markets and territories in a manner that's consistent with the *Survey*'s geography. Markets can be identified at a number of different levels—regions, states, metros, counties, or even cities with populations of 40,000 or more.

In addition to this, company sales records should be structured in such a way as to provide information that can be used to measure market potential. In other words, your internal data must conform to one or more of the abovementioned geographic configurations.

Having acquired such information, the *Survey* can then be used to measure potential by following a simple five-step procedure:

1. Identify a particular geographic segment.

2. Identify the industry/product sales for that market through the use of a standard or custom BPI (BPI ÷ total U.S. sales).

3. Identify your actual sales in that market.

4. Calculate your share of market by dividing item No. 2 by item No. 3.

5. Identify the potential for a particular market by multiplying total sales by the market's BPI.

With this figure now in hand, divide it into your actual sales for the market, which will produce an index of market performance. An index figure of 100 is considered par. If the figure is greater than 100, this means that a mar-

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ket is performing above its potential. If it's less than 100, this indicates below-average performance. For example, an index figure of 80 means that a market is performing at 20% below par or potential.

In a nutshell, here's how it works: You're a manufacturer of men's dress shirts. Retail volume for the industry as a whole is $2 billion, nationwide. Your company sales are $140 million, or 7% of the market in terms of dollar volume. In the Indianapolis metro, your sales are $542,300. The custom BPI for this market is .3303.

The first thing you want to do is find out what the estimated industry sales for Indianapolis should be. Here, you multiply the BPI by total industry sales (.3303 x $2 billion = $6,606,000). Next, your basic potential in this market is calculated by multiplying your company's total sales ($140 million) by the custom BPI for Indianapolis (.3303), which equals $462,420. The final step then involves the construction of a Performance Index (PI), taking actual market sales ($542,000) and dividing it by potential sales ($462,420), which equals 117, indicating that sales in this market are 17% above the estimated potential. Using actual sales would yield an 8.2% market share.

B. Developing Marketing Strategies and Distribution Channels

As a manufacturer of a medium-priced single lens reflex (SLR) camera, let's assume that you've defined your core customer base as the 25-49-year-old age bracket—those with household incomes of $35,000 or more. In addition, because this camera is easy to operate and carries a competitive price point, it's going to be sold in general merchandise stores (department stores and discount stores), as well as in camera shops—a major departure from your previous marketing strategy.

This decision was based on test marketing that showed that sales in general merchandise stores should easily surpass those in camera shops, and since access to camera stores used to be the primary distribution-related component in your custom BPI, changes need to be made that reflect this shift in distribution.

In the past, dependency on camera stores as a main channel of distribution necessitated a national advertising campaign, and as part of the review of this strategy, a list of targeted markets and their combined coverage needs to be produced to see if this will still be necessary.

The first step involves searching out key concentrations of consumers that fit the aforementioned age and income profiles and then producing a new custom BPI based on general merchandise store sales as the distribution component. This results in the following list of metros, ranked by their new custom BPIs (which have been approximated for this example):

Metro	**Custom BPI**
San Jose, CA	10.92
Washington, DC	8.96
Brazoria, TX	7.08
Anchorage, AK	5.95
San Francisco, CA	5.82
Seattle, WA	4.36
Denver, CO	4.11
Atlanta, GA	4.02
Houston, TX	3.92
Dallas, TX	3.38
10-Market Total	**58.52**

What you find is that more than half your potential market is concen-

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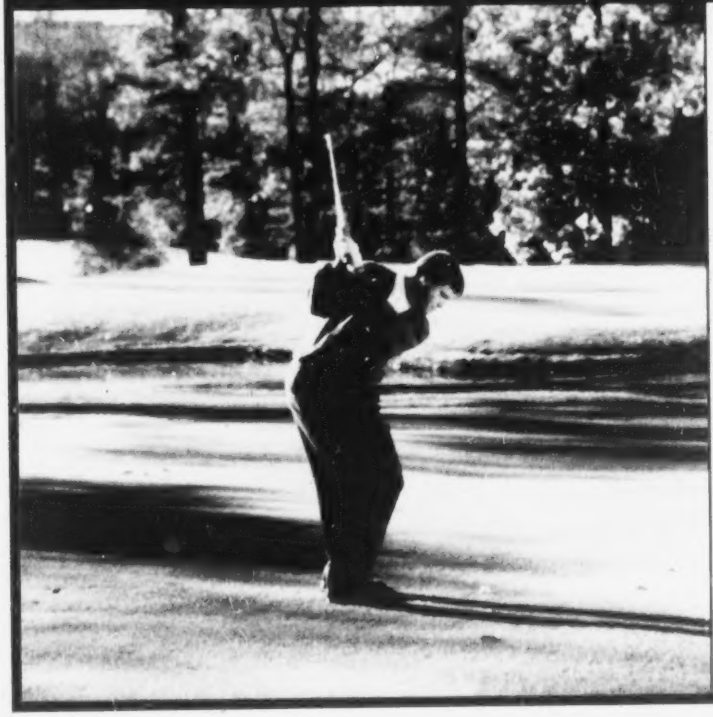

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trated in these 10 metros, and when you add in the BPIs for the next 10 markets, coverage is increased to just under 75%. This means that advertising can now be concentrated within these markets without conducting a blanket campaign.

Targeted sales for the coming year have been set at 200,000 units, and by using the custom BPI you've constructed, you can easily see what share of sales each market will comprise. In addition, these figures can be checked by looking at the metro-market rankings of general merchandise store sales in Section B to see how the targeted metros compare with these listings, a procedure that can also be used with rankings for population, EBI, total retail sales, and the general Buying Power Index.

C. Evaluating New Product Potential

Say your company has created a new product that is aimed at lower-income consumers. All of your previous experience has been with the affluent market, and this is a relatively unknown world to you. How do you define and reach this new category of buyers? Using the *Survey of Buying Power*, you can put together a strategy that will help you identify consumers that fit your particular profile, locating markets with high concentrations of households having Effective Buying Incomes (EBIs) between $10,000 and $19,999. Once this has been done, you can establish age and distribution criteria that will help you construct a custom BPI for your product.

After laying the basic groundwork, you can then assign specific goals to your sales personnel in preselected sales areas that encompass the highest concentrations of potential customers with the characteristics you seek. This will allow you to establish, with solid objectivity, maximum sales goals in these market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

For example, let's say you're currently selling a top-of-the-line, quality raincoat. Your market is secure, but it's been somewhat limited by the product's premium price. Therefore, you've decided to introduce a lower-priced "knockoff" version of the raincoat, designed to appeal to the same age segment as your premium-priced model but aimed at consumers with smaller household incomes.

The first thing you need to do is use your own internal data to identify those markets where raincoats will sell best. Remember: Los Angeles may be one of the biggest markets in the country in terms of size and spending power, but raincoats aren't going to be a particularly hot item in L.A. Here, your own savvy and sales history will tell you which markets are best.

What the *Survey* will then allow you to do is compare demographic and socioeconomic information on your potential customers on a market-by-market basis. If New York is currently the top market for your premium-priced product—your primary target being consumers with household incomes of $35,000 or above—then this market will grow substantially when you add the $10,000-to-$34,999 categories.

If part of your evaluation of new product potential includes a controlled market test, this same technique will allow you to identify areas that conform to your profile of the ideal product/customer relationship and will also let you implement controlled testing in these additional markets. You will then be able to compare the results of these market/product associations at the end of the test period, and by using the data from the *Survey*, the results will be both accurate and projectable.

ADVERTISING APPLICATIONS

A. Test Market Selection

One of the most valuable aspects of the *Survey of Buying Power* is its usefulness in selecting test markets. Unfortunately, most marketers have a tendency to stick to test markets that have been used previously, or those that are famous as test markets (i.e., "How will it play in Peoria?"). Using the demographic, economic, and distribution-related data in the *Survey*, however, markets with similar characteristics can be identified and categorized according to a wide range of test-marketing purposes.

Similarities in total population, age groups, households, and income can all be used as relative indicators, as we can see in the following example, which groups four markets with roughly the same populations:

Metro	Population
Sacramento, CA	1,569,800
Milwaukee, WI	1,445,600
Columbus, OH	1,407,200
San Antonio, TX	1,355,400

Comparisons can also be made using such specialized measurements as median household EBI or the Buying Power Index. Under this magnifying glass, our four examples would look like this:

Metro	Median Household EBI	BPI
Sacramento	$34,689	.6383
Milwaukee	35,476	.5924
Columbus	33,529	.5788
San Antonio	28,316	.4942

In terms of population, Sacramento, Milwaukee, Columbus, and San Antonio are very nearly the same, ranking within seven places of each other nationally. When looked at in the second table, however, we see that they're separated by a wide margin in terms of household income, placing 77th, 59th, 96th, and 213th, respectively. On the other hand, BPI figures show them

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MARKET STATISTICS
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SURVEY HIGHLIGHT

Percentage of Black Population in the Nation's 50 Largest Metros

Metro	Black Population	Black Pop. (Thous.)
Memphis, TN	40.8%	409.1
New Orleans, LA	35.4	440.2
New York, NY	29.4	2,538.8
Norfolk-Virginia Beach-Newport News, VA	28.9	417.8
Washington, DC	26.9	1,090.1
Atlanta, GA	26.4	794.4
Baltimore, MD	26.0	631.3
Newark, NJ	23.9	436.5
Chicago, IL	22.1	1,351.0
Detroit, MI	21.9	963.0
Miami-Hialeah, FL	21.4	426.1
Charlotte-Gastonia-Rock Hill, NC-SC	20.0	240.1
Cleveland, OH	19.7	360.1
Philadelphia, PA	19.6	963.7
Houston, TX	18.8	633.4
St. Louis, MO	17.3	428.4
Dallas, TX	16.3	435.2
Fort Lauderdale-Hollywood- Pompano Beach, FL	16.3	211.6
Nashville, TN	15.3	156.0
Oakland, CA	14.8	318.9
Milwaukee, WI	14.4	208.5
Indianapolis, IN	13.9	177.0
Cincinnati, OH	13.3	194.6
Kansas City, MO-KS	12.9	207.0
Orlando, FL	12.5	142.9
Columbus, OH	12.2	171.3
Los Angeles-Long Beach, CA	11.6	1,050.6
Fort Worth-Arlington, TX	11.0	153.4
Rochester, NY	9.8	99.0
Bergen-Passaic, NJ	9.2	117.1
Hartford-New Britain-Middletown- Bristol, CT	9.2	104.4
Tampa-St. Petersburg-Clearwater, FL	9.0	192.7
Pittsburgh, PA	8.3	169.7
Nassau-Suffolk, NY	7.8	208.0
San Francisco, CA	7.6	123.8
Riverside-San Bernardino, CA	7.5	211.9
Middlesex-Somerset-Hunterdon, NJ	7.5	78.2
Sacramento, CA	7.3	114.3
Boston-Lawrence-Salem-Lowell-Brockton, MA	7.0	266.6
San Antonio, TX	7.0	94.6
San Diego, CA	6.8	177.1
Denver, CO	6.2	102.5
Monmouth-Ocean, NJ	6.1	62.1
Seattle, WA	4.3	86.5
Minneapolis-St. Paul, MN	3.9	99.6
San Jose, CA	3.9	60.5
Phoenix, AZ	3.7	82.3
Portland, OR	3.2	41.0
Anaheim-Santa Ana, CA	1.9	48.7
Salt Lake City-Ogden, UT	1.0	11.4

SOURCE: Sales & Marketing Management; *1992 Survey of Buying Power*

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SURVEY HIGHLIGHT

Percentage of Hispanic Population in the Nation's 50 Largest Metros

Metro	% Hispanic Population	Hispanic Pop. (Thous.)
Miami-Hialeah, FL	50.5%	1,004.2
San Antonio, TX	47.3	640.8
Los Angeles-Long Beach, CA	39.0	3,544.8
Riverside-San Bernardino, CA	27.4	772.8
Anaheim-Santa Ana, CA	24.5	616.1
New York, NY	22.4	1,930.5
Houston, TX	22.2	747.8
San Jose, CA	21.4	327.9
San Diego, CA	21.1	548.4
Phoenix, AZ	16.5	367.6
Dallas, TX	15.1	401.6
San Francisco, CA	14.9	243.0
Oakland, CA	13.4	287.4
Denver, CO	13.1	216.3
Chicago, IL	12.5	762.2
Bergen-Passaic, NJ	12.1	154.8
Sacramento, CA	11.8	185.1
Fort Worth-Arlington, TX	11.7	163.9
Newark, NJ	10.7	194.8
Orlando, FL	9.7	111.1
Fort Lauderdale-Hollywood- Pompano Beach, FL	9.2	119.1
Middlesex-Somerset- Hunterdon, NJ	7.3	76.6
Hartford-New Britain- Middletown-Bristol, CT	7.1	81.1
Tampa-St. Petersburg-Clearwater, FL	6.9	148.4
Nassau-Suffolk,NY	6.6	175.9
Washington, DC	6.1	245.8
Salt Lake City-Ogden, UT	5.8	64.2
Boston-Lawrence-Salem-Lowell-Brockton, MA	5.3	198.9
New Orleans, LA	4.3	53.0
Monmouth-Ocean, NJ	3.8	38.8
Philadelphia, PA	3.7	182.1
Milwaukee, WI	3.7	53.3
Portland, OR	3.7	47.8
Rochester, NY	3.2	32.7
Seattle, WA	2.9	58.4
Kansas City, MO-KS	2.9	46.9
Norfolk-Virginia Beach-Newport News, VA	2.4	34.5
Atlanta, GA	2.1	63.5
Detroit, MI	2.0	86.1
Cleveland, OH	1.9	34.6
Minneapolis-St. Paul, MN	1.6	40.0
Baltimore, MD	1.3	31.4
St. Louis, MO	1.1	26.4
Indianapolis, IN	0.9	11.4
Charlotte-Gastonia-Rock Hill, NC-SC	0.9	11.2
Columbus, OH	0.8	11.8
Memphis, TN	0.8	7.9
Nashville, TN	0.8	7.9
Pittsburgh, PA	0.6	11.6
Cincinnati, OH	0.5	7.8

SOURCE: *Sales & Marketing Management; 1992 Survey of Buying Power*

SURVEY HIGHLIGHT

Percentage of Asian/Pacific Islander Population in the Nation's 50 Largest Metros

METRO	% Asian/ Pacific Islander Population	Asian/ Pacific Islander Pop. (Thous.)
San Francisco, CA	21.5%	350.4
San Jose, CA	18.4	282.5
Oakland, CA	13.7	294.0
Los Angeles-Long Beach, CA	11.6	1,053.9
Anaheim-Santa Ana, CA	10.8	272.4
San Diego, CA	8.6	223.0
Sacramento, CA	8.2	128.5
Seattle, WA	7.1	145.2
New York, NY	6.9	595.4
Bergen-Passaic, NJ	5.5	69.7
Middlesex-Somerset-Hunterdon, NJ	5.5	60.7
Washington, DC	5.4	220.9
Riverside-San Bernardino, CA	4.3	120.1
Houston, TX	4.1	137.9
Chicago, IL	4.0	245.5
Portland, OR	3.9	49.8
Boston-Lawrence-Salem-Lowell-Brockton, MA	3.2	122.6
Newark, NJ	3.0	55.4
Dallas, TX	2.8	74.9
Minneapolis-St. Paul, MN	2.7	69.7
Norfolk-Virginia Beach-Newport News, VA	2.7	38.6
Nassau-Suffolk, NY	2.5	65.9
Salt Lake City-Ogden, UT	2.5	27.8
Denver, CO	2.4	40.2
Fort Worth-Arlington, TX	2.4	33.9
Philadelphia, PA	2.3	111.6
Orlando, FL	2.0	22.8
Monmouth-Ocean, NJ	2.0	20.4
Atlanta, GA	1.9	56.9
Baltimore, MD	1.9	45.6
Phoenix, AZ	1.9	41.5
New Orleans, LA	1.8	22.4
Hartford-New Britain-Middletown-Bristol	1.7	18.7
Columbus, OH	1.6	22.4
Rochester, NY	1.5	14.7
Detroit, MI	1.4	60.6
Miami-Hialeah, FL	1.4	28.3
Milwaukee, MN	1.4	19.9
Fort Lauderdale-Hollywood-Pompano Beach, FL	1.4	18.5
San Antonio, TX	1.3	18.2
Tampa-St. Petersburg-Clearwater, FL	1.2	24.9
Cleveland, OH	1.2	21.3
Kansas City, MO-KS	1.2	19.0
Nashville, TN	1.1	10.7
St. Louis, MO	1.0	24.9
Charlotte-Gastonia-Rock Hill, NC-SC	1.0	12.2
Memphis, TN	0.9	8.7
Pittsburgh, PA	0.8	16.2
Cincinnati, OH	0.8	12.1
Indianapolis, IN	0.8	10.7

SOURCE: *Sales & Marketing Management, 1992 Survey of Buying Power.*

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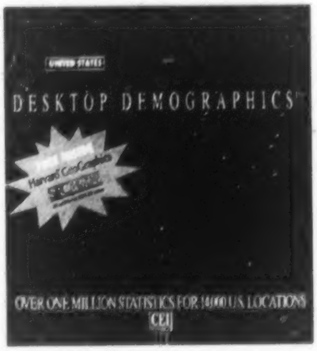

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SURVEY HIGHLIGHT

For Richer or for Poorer: Median Household Effective Buying Income for the Top 10...

Metro	1991 Median Household EBI
Middlesex-Somerset-Hunterdon, NJ	$55,212
Nassau-Suffolk, NY	53,425
Lake County, IL	52,751
Bridgeport-Stamford-Norwalk-Danbury, CT	51,203
Bergen-Passaic, NJ	49,975
San Jose, CA	49,087
Washington, DC	47,347
Newark, NJ	47,321
Trenton, NJ	47,080
Anaheim-Santa Ana, CA	46,655

...and the Bottom 10 Metros

Metro	1991 Median Household EBI
Pueblo, CO	$23,257
Gadsden, AL	23,189
Las Cruces, NM	23,119
Ocala, FL	23,116
Bryan-College Station, TX	22,291
Jamestown-Dunkirk, NY	22,155
Cumberland, MD	22,088
Laredo, TX	20,714
Brownsville-Harlingen, TX	19,881
McAllen-Edinburg-Mission, TX	19,755

SOURCE: *Sales & Marketing Management, 1992 Survey of Buying Power*

once again to be fairly similar, which only goes to show that each market can be clearly identified according to its differences and similarities, depending on which indicator(s) is deemed most important to its selection.

In addition, markets can be matched through the use of retail sales data on store groups or, in the case of the *Survey of Media Markets*, through merchandise line sales categories. The use of these data is indicated when raw population numbers are not necessarily relevant to the sales growth of a particular product. By utilizing appropriate clusters of retail sales statistics, you can match up any and all metro areas that sell approximately the same volume of product:

Metro	Per Household Retail Sales	Food Store Sales
Sacramento	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]
Columbus	20,012	[illegible]
San Antonio	[illegible]	[illegible]

Once again, it becomes clear that there are major differences within these four markets that would preclude them from being similar test markets for all products.

Since we've established that a particular combination of known demographic, economic, and distribution factors determine sales potential—regardless of the geography of the area in question—this means that you can construct a wide variety of test market universes by zeroing in on the specific characteristics that affect the rate of sales of your particular product.

Basically, you're no longer forced to choose test markets from someone else's list of metros. As a result, you can avoid any competitive testing that might skew your results and require reevaluation (assuming that you're fortunate enough to find out that such factors have affected your results in the first place).

By knowing with objective certainty the combination of available characteristics that will positively affect your sales, you can create your own test markets with a maximum amount of control, projectability, and dollar efficiency. When you come right down to it, there really isn't an "average" product, any more than there is an "average" test market, unless you happen to be the first one on your block to discover such a market. By the same token, if you're just another in a long line of users of a given test market, be aware that inordinate testing could eventually destroy the natural responsiveness of such a market—the very thing that made it valuable as a testing location in the first place.

B. Co-op Advertising Allocation

One of the biggest problems in the creation of a co-op advertising budget involves trying to define the approximate dollar amounts that should be targeted for certain markets. The main source of this dilemma is that most co-op allocations are based on after-the-fact sales volume figures, with a percentage of total sales then set aside for the co-op program.

Once again, the *Survey* can be used to identify sales potential by market area, which then makes it possible to allocate co-op dollars based on projected sales quotas rather than actual sales. In effect, you can then use these all-important ad dollars to help your salespeople generate sales, rather than as a payment to dealers who have already made a commitment to buy.

In the following example, we'll look at a manufacturer of stereo components that sells, on the average, one unit for every 500 people between the ages of 25 and 34. In the state of Michigan, sales last year totaled only 2,983 units, even though the potential market in this age segment was 1,659,200, or 3,318 potential unit sales. With each unit carrying a price tag of $80, the actual accrual of co-op funds—based on a program base of 5%—was $11,932.

Based on market potential, however, sales should have totaled $265,440, and the 5% accrual would have generated $13,272 in co-op funds. By planning the program based on this potential rather than on actual sales, you can assist your salespeople in achieving their expected volume.

Through the construction of a custom BPI, you could use your anticipated national sales volume to identify the proper share of that figure that should be generated by all targeted markets or groups of territories, and then allocate co-op dollars to those markets to help them achieve their potential sales volume.

SURVEY HIGHLIGHT

How to Construct a Custom BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the *Survey*'s data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the *Survey.*

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the *Survey*'s three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media oriented (magazines, mail-order catalogs, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the *Survey* offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A-B-C**). In this example, the Demographic component (**A**) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/EBIs \$35,000+}}{\text{U.S. Hshlds. w/EBIs \$35,000+}} = Y\%$$

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000.)*

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

Note:** ***If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.

SURVEY HIGHLIGHT

Shoulder to Shoulder: Metros with the Highest Population Densities

Metro	Population Per Sq. Mile
Jersey City, NJ	11,933
New York, NY	7,541
Chicago, IL	3,245
Anaheim-Santa Ana, CA	3,182
Bergen-Passaic, NJ	3,045
Los Angeles-Long Beach, CA	2,238
Nassau-Suffolk, NY	2,217
San Francisco, CA	1,609
Boston-Lawrence-Salem-Lowell-Brockton, MA	1,553
Newark, NJ	1,496
Oakland, CA	1,475
Trenton, NJ	1,464
Honolulu, HI	1,420
Philadelphia, PA	1,401
New Haven-Waterbury-Meriden, CT	1,342
Bridgeport-Stamford-Norwalk-Danbury, CT	1,320
Cleveland, OH	1,208
Lake County, IL	1,202
San Jose, CA	1,187
Fort Lauderdale-Hollywood-Pompano Beach, FL	1,075
Washington, DC	1,024
Miami-Hialeah, FL	1,023
Middlesex-Somerset-Hunterdon, NJ	1,000
Milwaukee, WI	991
Detroit, MI	986

SOURCE: *Sales & Marketing Management, 1992 Survey of Buying Power*

C. Media Allocation

Many consumer-goods manufacturers purchase TV, radio, magazine, and newspaper advertising for their products. Basically speaking, the greatest efficiency is achieved by reaching the most people with the least expense. This works well when the distribution of the product is widespread and if it appeals to a large segment of consumers.

However, if the product is a specialty item, a national advertising program that does not adequately reflect differences in market potential will only deliver audiences, not customers. The difference between the two is critical to sales success. The metro market ranking tables in Section B are provided so that key markets can be flagged and determinations made as to the best buy for a particular product.

Here again, the Buying Power Index is the ideal tool for allocating limited ad budgets in individual markets. If a market has a 6% share of potential, then a company should consider spending 6% of its budget in that market. Of course, there are some exceptions to this general rule, the main one being that some portions of the country are well developed in terms of sales, while others are still new and in need of constant attention. In cases like this, funds can be diverted from established markets to those that need expanding.

Another way this kind of situation can be handled is by creating two different ad funds, the first being a "sustaining" fund designed to maintain markets where sales are already established, and the second a "developmental" fund to assist the sales force in achieving maximum potential for underdeveloped markets. In both cases, clear goals of total sales should be written into the sales plan before any advertising monies are committed to markets.

D. Media Selection

More and more major corporations are taking advantage of the strategic benefits arising from the use of advertising techniques that localize expenditures on a market-by-market basis. Through the use of the *Survey*'s Buying Power Index, you can readily identify the sales volume of a given geographic area, which will enable you to relate this volume to your ad dollar investment.

Once a market's share of the advertising budget has been established, further use of *Survey* data can reveal the efficiency of using the various media (broadcast, print, etc.), according to the cost-per-thousand exposure to your targeted customers. In addition, if your product has specific demographics connected to it, you can adjust the basic cost-per-thousand to determine ad efficiency—based not on population but rather on concentrations of characteristics that define your primary prospects (age, income, households, etc.).

By using such data to rank markets that have the greatest numbers of key prospects, you'll be able to determine such things as whether national coverage is more efficient than local coverage. If TV advertising, for example, justifies its high cost on the basis of more exposure to your message, you can compare such coverage to a list of the top 50 markets for certain characteristics. In such cases, you might find that these top markets represent 75% or 80% of your total potential, and if this is so, nationwide coverage probably isn't justified.

In other cases, when you know that you're trying to reach a particular age group within a specific segment of high-income households, TV may turn out to be a less efficient medium for your message compared to alternatives such as cable or specialized publications that are aimed directly at your targeted customer. ❖

Let Us Hear from You

Most of the improvements and additions to the *Survey of Buying Power* are a direct result of the comments and suggestions we have received from our subscribers over the years. This 64th edition confirms Sales & Marketing Management's commitment to provide the marketing and sales community with the information it needs to achieve greater sophistication and precision in analysis and planning.

Any questions, ideas, or suggestions you may have should be addressed to the Associate Editorial Director for Surveys, *Sales & Marketing Management*, 633 Third Ave., New York, NY 10017.

SURVEY HIGHLIGHT

State and Regional Growth: 1980-1991

Region/State	1991 Pop. (Thous.)	1980 Pop. (Thous.)	% Change 1980-91	% of U.S. Pop. 1970	% of U.S. Pop. 1980	% of U.S. Pop. 1991
NEW ENGLAND	**13,338.6**	**12,386.1**	**+8.1%**	**5.78%**	**5.42%**	**5.33%**
Connecticut	3,313.9	3,109.0	+6.6	1.49	1.36	1.32
Maine	1,247.9	1,134.3	+10.0	.48	.50	.51
Massachusetts	6,048.3	5,741.1	+5.4	2.77	2.51	2.41
New Hampshire	1,143.6	935.5	+22.2	.35	.41	.45
Rhode Island	1,012.1	949.6	+6.6	.47	.42	.41
Vermont	572.8	516.6	+10.9	.22	.23	.23
MIDDLE ATLANTIC	**37,947.9**	**36,779.6**	**+2.9%**	**18.19%**	**16.10%**	**14.98%**
New Jersey	7,813.5	7,380.2	+5.9	3.54	3.23	3.01
New York	18,166.3	17,526.3	+3.4	8.91	7.67	7.13
Pennsylvania	11,968.1	11,873.1	+0.8	5.74	5.20	4.84
EAST NORTH CENTRAL	**42,359.5**	**41,800.9**	**+1.3%**	**19.76%**	**18.29%**	**16.79%**
Illinois	11,511.8	11,452.7	+0.5	5.45	5.01	4.51
Indiana	5,594.4	5,512.9	+1.5	2.55	2.41	2.23
Michigan	9,382.2	9,287.9	+1.0	4.38	4.06	3.69
Ohio	10,918.7	10,813.3	+1.0	5.23	4.73	4.39
Wisconsin	4,952.4	4,734.1	+4.6	2.15	2.07	1.97
WEST NORTH CENTRAL	**17,849.4**	**17,281.8**	**+3.3%**	**8.02%**	**7.56%**	**7.26%**
Iowa	2,778.1	2,942.8	-5.6	1.38	1.28	1.14
Kansas	2,506.5	2,374.9	+5.5	1.11	1.04	1.02
Minnesota	4,457.2	4,103.6	+8.6	1.86	1.80	1.79
Missouri	5,184.8	4,947.9	+4.8	2.31	2.17	2.12
Nebraska	1,586.0	1,579.6	+0.4	.73	.69	.65
North Dakota	634.3	657.1	-3.5	.30	.29	.26
South Dakota	702.5	694.2	+1.2	.32	.30	.28
SOUTH ATLANTIC	**44,874.0**	**37,481.6**	**+19.7%**	**15.14%**	**16.40%**	**18.16%**
Delaware	684.1	599.4	+14.1	.27	.26	.27
District of Columbia	597.4	628.5	-4.9	.37	.28	.26
Florida	13,492.9	10,026.0	+34.6	3.40	4.39	5.72
Georgia	6,708.7	5,536.4	+21.2	2.27	2.42	2.62
Maryland	4,915.9	4,236.8	+16.1	1.93	1.85	1.92
North Carolina	6,777.2	5,930.6	+14.3	2.50	2.60	2.75
South Carolina	3,565.4	3,157.7	+12.9	1.28	1.38	1.38
Virginia	6,348.1	5,399.0	+17.6	2.28	2.36	2.51
West Virginia	1,784.3	1,967.2	-9.3	.84	.86	.73
EAST SOUTH CENTRAL	**15,345.5**	**14,801.0**	**+3.7%**	**6.30%**	**6.48%**	**6.11%**
Alabama	4,089.4	3,921.9	+4.3	1.69	1.72	1.63
Kentucky	3,704.2	3,698.4	+0.2	1.58	1.62	1.48
Mississippi	2,591.8	2,540.2	+2.0	1.10	1.11	.98
Tennessee	4,960.1	4,640.5	+6.9	1.94	2.03	2.02
WEST SOUTH CENTRAL	**27,205.7**	**24,096.8**	**+12.9%**	**4.11%**	**5.09%**	**10.50%**
Arkansas	2,374.8	2,311.3	+2.7	.95	1.01	.96
Louisiana	4,238.4	4,251.2	-0.3	1.80	1.86	1.61
Oklahoma	3,157.8	3,059.5	+3.2	1.26	1.34	1.29
Texas	17,434.7	14,474.8	+20.4	5.56	6.33	6.64
MOUNTAIN	**14,103.3**	**11,692.5**	**+20.6%**	**4.11%**	**5.09%**	**5.55%**
Arizona	3,825.5	2,805.6	+36.4	.88	1.23	1.53
Colorado	3,367.9	2,940.4	+14.5	1.10	1.29	1.40
Idaho	1,023.2	963.9	+6.2	.35	.42	.39
Montana	801.4	795.3	+0.8	.34	.35	.33
Nevada	1,301.4	822.0	+58.3	.24	.36	.54
New Mexico	1,561.4	1,323.1	+18.0	.54	.58	.60
Utah	1,770.2	1,487.1	+19.0	.52	.66	.59
Wyoming	452.3	482.1	-6.2	.16	.21	.18
PACIFIC	**40,605.2**	**32,239.8**	**+25.9%**	**13.13%**	**14.11%**	**15.33%**
Alaska	570.2	410.2	+39.0	.15	.18	.21
California	30,975.0	23,979.8	+29.2	9.87	10.49	11.47
Hawaii	1,138.1	979.1	+16.2	.39	.43	.39
Oregon	2,912.8	2,678.4	+8.8	1.04	1.17	1.21
Washington	5,009.1	4,192.3	+19.5	1.68	1.83	2.06
TOTAL U.S.	**253,629.1**	**228,487.1**	**+11.0%**	**100.00%**	**100.00%**	**100.00%**

SOURCE: Sales & Marketing Management, *1992 Survey of Buying Power*

DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER

APPAREL AND ACCESSORY STORE SALES (SIC Major Group 56): This category includes sales for establishments primarily engaged in selling new clothing, shoes, hats, underwear, and related articles. It is a broadly inclusive group that—aside from men's and women's clothing and accessory stores—also encompasses children's and infants' wear stores, bridal shops, furriers, handbag stores, lingerie stores, custom tailors, and sports apparel stores. However, apparel and accessories sold in Department and General Merchandise stores are not included. Metro market rankings for this store group are shown in Section B.

ASIAN/PACIFIC ISLANDER POPULATION: These figures are updated from the Census of Population and Housing and include a head count of all persons who consider themselvs members of the Asian or Pacific Islander race. The largest subgroups in this category include Chinese, Japanese, and Hawaiian. Metro Market rankings for this category are shown in Section B. Estimated totals are as of 12/31/91.

AUTOMOTIVE DEALER SALES (SIC Major Group 55; excluding subgroup 554, Gasoline Service Stations): Included are retail outlets selling automobiles—new and used, domestic and imported. In addition to these categories, sales for auto and home supply stores (tire dealers and parts and accessories stores), boat dealers, recreational vehicle dealers, motorcycle dealers, and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included.

AVERAGE HOUSEHOLD EBI: This figure from the Regional and State Summary of Effective Buying Income table in Section B is calculated by dividing the total number of households into total EBI for a given geographic area. Often used as an indicator of market quality, this figure can nonetheless be misleading, particularly in areas where there is a disproportionate share of college, military, or other institutional-style populations housed in group quarters. Since such quarters are not considered households, and because total EBI includes the incomes of these residents, a per-household average sometimes credits households with income that is not really theirs. (See Effective Buying Income and Median Household EBI.)

BLACK POPULATION: These figures are updated from the 1990 Census of Population and Housing and are basically head count estimates of persons who consider themselves members of the black race and who lived in the area at the end of that year. Estimated totals are as of 12/31/91. Metro market rankings for this category are shown in Section B.

BUILDING MATERIAL AND HARDWARE STORE SALES (SIC Major Group 52): Sales in this category include those from establishments primarily engaged in selling hardware, lumber, and other building materials; paint, glass, and wallpaper; lawn and garden supplies; and mobile homes, even if sales to contractors account for a larger proportion of all sales.

BUYING POWER INDEX (BPI): A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (100.0000%). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or city.

The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices.

CENTRAL CITY: A city whose name is included in the title of a metropolitan area or that fits the necessary population and employment criteria to qualify it as a central city. The name of an S&MM Metro Market includes the name of the largest city and the names of other area cities that meet this criteria, based on the definitions provided by the Office of Management and Budget. If no city qualifies as a central city, the market is named after its central counties (i.e., the Nassau-Suffolk, NY, metro market).

CITY: An aggregation of people and retail outlets with set corporate limits, within which city government—as an incorporated state agency—exercises legal authority. The *Survey of Buying Power* lists all U.S. cities that either 1) had a population of 40,000 or more at the time of the 1990 Census of Population; 2) are central cities of a metropolitan market; or 3) function independently of counties. (See Central City and/or Independent City.)

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, a CMSA is a "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs.

NOTE: Although the *Survey of Buying Power* reports aggregate statistics for CMSAs in Section C, such markets are not included in the Metro Market Rankings in Section B, since they are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan Statistical Area and Primary Metropolitan Statistical Area.)

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,140 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The *1992 Survey of Buying Power* follows county boundaries as defined by the 1990 Census of Population, with the following exception: Denali Borough, AK, was created from the Yukon-Koyukuk Census Area in late 1990.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and boroughs are utilized. The District of Columbia (Washington, DC) is treated as a single county, and in the state of Virginia, all cities are by law independent of counties, with the Survey treating them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are independent cities. (See Independent City.)

DRUGSTORE SALES (SIC Industry Group 591): A 3-digit subgroup of SIC 59—Miscellaneous Retail Stores. Totals here reflect sales from establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines. Stores in this category may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and sales include drugstores that also operate soda fountains or lunch counters.

EATING AND DRINKING PLACE SALES (SIC Major Group 58): Includes establishments selling prepared foods and drinks for consumption on the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included under Eating Places are caterers and institutional food services; concession stands at stadiums, amusement parks, and airports; fast-food restaurants and custard stands; and pizzerias, oyster bars, commissaries, and other miscellaneous eating establishments. Drinking Places include bars, beer gardens, cocktail lounges, discos serving alcoholic beverages, nightclubs, taprooms, wine bars, and other miscellaneous establishments.

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics. EBI is defined as personal income less personal tax and non-tax payments—a number often referred to as "disposable" or "after-tax" income.

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy, and it is essential for selecting, comparing, and grouping markets on this basis. For products that appeal to more specific income classes, marketers should examine data showing the Percentage of Households by EBI Group and the Buying Power Index (BPI).

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

FOOD STORE SALES (SIC Major Group 54): Retail stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food, coffee, spice, vitamin, and poultry stores.

FURNITURE, HOME FURNISHING, AND APPLIANCE STORE SALES (SIC Major Group 57): Sales from a broad array of subgroups including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upholstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners). Perhaps the most important subgroup, however, is that of radio, television, consumer electronics, and music stores, which includes computer and computer software stores as well as record and tape stores.

GASOLINE SERVICE STATION SALES (SIC Industry Group 554): This 3-digit subgroup of SIC Major Group 55—Automotive Dealers—is broken out separately due to its marginal relation to actual car and automotive accessory sales. It is defined as service stations primarily engaged in selling gasoline and oil, although these establishments frequently sell other merchandise such as tires, batteries, and parts, as well as engaging in minor repair work. Gas stations combined with other activities such as grocery stores, convenience stores, or car washes are classified according to their primary activity. Metro rankings for this store group are shown in Section B.

GENERAL MERCHANDISE STORE SALES (SIC Major Group 53): This category includes retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, housewares, hardware, and food. Stores included in this group are department stores, limited-price variety stores, and miscellaneous general merchandise stores such as general stores and catalog showrooms, although catalog and mail-order operations are not included in this category.

HISPANIC POPULATION: These figures are updated from the 1990 Census of Population and Housing, comprising a head count of all persons who consider themselves of Spanish or Hispanic origin or descent. The largest subgroups in this category currently include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Metro market rankings for this category are shown in Section B. Estimated totals are as of 12/31/91.

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1990 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include: those living in group quarters such as institutions, college dormitories, or military barracks; hospitals; and nursing homes. ►

HOUSEHOLDS BY EBI GROUP: (See Percentage of Households by EBI Group.)

INDEPENDENT CITY: There are several cities in the U.S. that fall within the geographic boundaries of counties but are considered as separate entities by the Census Bureau. The *Survey of Buying Power* lists these independent cities as separate counties in the tables in Section C. With the exception of St. Louis City, MO, Baltimore City, MD, and Carson City, NV (which replaced Ormsby County), all independent cities are located in the state of Virginia.

MEDIAN AGE OF POPULATION: A calculation that divides the age distribution of the population into two equal groups, with one-half of the population older, and one-half younger, than the figure shown.

MEDIAN HOUSEHOLD EBI: This calculation takes the household distribution of Effective Buying Income, or EBI, and divides it into two equal groups, with half the households above, and half below, the resulting figure. S&MM prefers to use medians rather than averages for charting EBI, since they have proven to be a more reliable indicator of an area's income levels and are far less likely to be skewed by statistical oddities that adversely affect averages.

METROPOLITAN STATISTICAL AREA (MSA): According to the government's three-tiered system of metropolitan area definitions, an MSA is a geographic area with a large population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus. The major purpose of this system—which also includes PMSAs and CMSAs—is to enable federal agencies to use the same geographic definitions when collecting and disseminating metro-area statistics. These definitions are reviewed every 10 years (as part of the decennial Census of Population), although metro areas are sometimes added to the government's listings between census years. However, any such additions have always been based on strict adherence to government criteria.

The metro area definitions in this year's *Survey of Buying Power* are based on the most recent revisions to this system, which were made just after the completion of the 1980 census. The most important change effected by these revisions was the elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by a two-tiered system of definition: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). The third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties.

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro area definitions. Under the 1980 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition due to the absence of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

The S&MM Metro Market rankings in Section B ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in Section C, they are not listed in the rankings in Section B, since they are by definition made up of groups of existing metros, while the geography of MSAs and PMSAs is uniformly county-based.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, *Survey of Buying Power* listings do not include recent metro-area changes effected through legislative means. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County, which was added through legislation in 1987.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

PER-CAPITA EBI: This figure, which appears in the Regional and State Summary of Effective Buying Income table in Section B, is an arithmetic average obtained by dividing total population into total EBI. It is used primarily to measure an area's spending power by eliminating the impact of population size. However, because total population includes residents of all age groups, such a figure assigns income to a sizable portion of the population that are not necessarily wage earners.

PER-HOUSEHOLD RETAIL SALES: This figure can be found in both the Regional and State Summary of Retail Sales table and a separate metro market ranking table in Section B. It shows retail sales by household, calculated by dividing total households into total retail sales. However, because household counts are directly assignable to a metro's geographic area and retail sales figures are not (due to local purchases by nonresidents), this number is not as effective an indicator of area purchasing power as is Median Household EBI or the Buying Power Index.

PERCENT OF U.S.: The share of total U.S. population, households, EBI, or retail sales accounted for by a given region, state, metro, county, or city. This figure shows the relative importance of an area's major demographic and socioeconomic factors.

PERCENTAGE OF HOUSEHOLDS BY EBI GROUP: These figures show the percentage of total households with Effective Buying Incomes in each of four different ranges. By adding the four percentages for a given metro, county, or city and subtracting the resulting total from 100%, the share of households with EBI under $10,000 can also be calculated. To convert the percentage figures to actual household counts, multiply the area's total households by the corresponding percentage. The Regional and State Summary of Effective Buying Income table in Section B shows actual household totals rather than percentages for these categories.

PERCENTAGE OF POPULATION BY AGE GROUP: These four age group breakouts correspond to the major life-cycle stages of the population. For example, the 18-to-24-year-old age group represents the average household-forming stage; 25-to-34-year-olds and 35-to-49-year-olds, the prime Baby Boom demographic; and the 50-and-over segment, the rapidly growing retirement market. The percentages shown reflect the share of total population accounted for by each group, and by adding the four percentages and subtracting from 100%, the share of total population under age 18 can also be calculated. The Regional and State Summary of Population table in Section B shows actual totals rather than percentages for these categories.

POPULATION: Updated from the Census Bureau's 1990 Census of Population and Housing, Total Population is a head count estimate of all people living in a given geographic area as of 12/31/91. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: (See Percentage of Population by Age Group.)

POPULATION, BLACK: (See Black Population.)

POPULATION, HISPANIC: (See Hispanic Population.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs.

QUALITY INDEX (QI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is calculated by dividing a market's Buying Power Index (BPI) by its Percent of U.S. Population figure. A high index number reflects either above-average resident buying power or a strong influx of nonresident buyers, or both.

RETAIL SALES: (See Total Retail Sales.)

RETAIL SALES BY STORE GROUP: The *Survey of Buying Power* lists sales for six major store groups considered to be the primary channels of distribution for consumer goods in local markets. Store group sales represent the cumulative sales of all products and/or services handled by a particular store type, not just the product lines associated with the name of the store group. For example, Food stores sell a number of different merchandise lines—not just food—including things like personal care products, toiletries, nonprescription drugs, automotive supplies, etc.

S&MM METRO MARKET: (See Metropolitan Statistical Area.)

SALES ACTIVITY INDEX (SAI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is obtained by dividing an area's Percent of U.S. Population figure into its Percent of U.S. Retail Sales. Because the numerator (the market's share of retail sales) includes all sales made in the market, and the denominator (share of population) includes only the residents of the market, a high index figure may indicate a strong influx of nonresident purchasers.

SINGLE-PERSON HOUSEHOLDS: This ranking table in Section B shows metros ranked according to the number of household units occupied by a single person rather than two or more people. (See Households.)

SPANISH-ORIGIN POPULATION: (See Hispanic Population.)

STANDARD METROPOLITAN STATISTICAL AREA (SMSA): (See Metropolitan Statistical Area.)

SUBURBAN POPULATION: This ranking table in Section B shows the metro population, less the population of its central city. Because there is no formal definition of a suburb, the Census Bureau refers to this figure as "balance of area."

NOTE: In metros where there is no central city (such as New York's Nassau-Suffolk metro area), the suburban population is the same as that for the metro as a whole.

SUBURBAN TOTAL: Because suburbs are often the most important part of a local market, these totals are included at the end of each metro listing in Section C. The suburban total is calculated by deducting the central city population from that of the metro as a whole. In metros where there is no central city, the figures for suburban total and metro total are the same.

TOTAL POPULATION: (See Population.)

TOTAL RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) for all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not.

NOTE: Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can also be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

Aggregate sales of the six major store groups shown in the *Survey* will not equal the Total Retail Sales figure for a given area, since this figure includes receipts from a number of additional store types not shown in these breakouts.

Retail sales totals in the *1992 Survey of Buying Power* are updated from 1987 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges.

Also, Total Retail Sales figures in this year's *Survey* , as well as last year's, reflect the inclusion of Census-based data for *non-employer retailers.* This information, which refers to retail stores with no paid employees, was not available when the 1987 Census of Retail Trade benchmark figures were originally incorporated into the *Survey.*

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ALPHABETICAL LISTING OF S&MM METROPOLITAN MARKETS

These definitions are based on the most recent revisions announced by the federal government's Office of Management and Budget (OMB). The OMB designates individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), although the list here ignores these distinctions and groups the two categories together in the interest of simplicity and consistency, with the resulting markets labeled as "S&MM Metro Markets."

In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, S&MM listings do not include recent metro-area changes effected through legislation. Therefore, the Decatur, AL, metro area, which was created in 1987, is defined as being coextensive with Morgan County *only* (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County (which was added through legislation in 1987).

New England metros are defined under the OMB's system of NECMAs, or New England County Metropolitan Areas, since data for intercensal years are collected on that basis rather than at the city and town level (which conforms to the decennial Census of Population). This is for the benefit of marketers who use county-level geography to design sales territories and identify markets, and also because it provides a more uniform system relative to the other states and regions.

In the following listings, the metro area name appears in **boldface** type, with component counties shown in alphabetical order in lightface. An asterisk (*) denotes the county in a multi-county metro market where the central city is located. If more than one county has an asterisk, it is because that market has more than one central city, such as the Dayton-Springfield, OH, metro area, where both Clark and Montgomery counties are shown as being central city locations.

Entries in **BOLDFACE CAPS** show Consolidated Metropolitan Statistical Areas (CMSAs), which are actually groups of PMSAs that make up the larger "megalopolitan" areas such as the Chicago-Gary-Lake County CMSA. Here, the geographic components listed are the metro markets that make up a particular CMSA, and although aggregate data for these markets are included in Section C, consolidated areas are not listed in the metro market rankings in Section B, since they include only MSAs and PMSAs. For further explanations of the various metro-market designations, readers should consult the "Definition of Terms" in Section A. ►

Abilene, TX: Taylor
Akron, OH: Portage, Summit*
Albany, GA: Dougherty*, Lee
Albany - Schenectady - Troy, NY: Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM: Bernalillo
Alexandria, LA: Rapides
Allentown - Bethlehiem - Easton, PA:
  New Jersey Portion: Warren
  Pennsylvania Portion: Carbon, Lehigh*, Northampton
Altoona, PA: Blair
Amarillo, TX: Potter*, Randall
Anaheim - Santa Ana, CA: Orange
Anchorage, AK: Anchorage
Anderson, IN: Madison
Anderson, SC: Anderson
Ann Arbor, MI: Washtenaw
Anniston, AL: Calhoun
Appleton - Oshkosh - Neenah, WI: Calumet, Outgamie*, Winnebago*
Asheville, NC: Buncombe
Ashland, KY (See Huntington-Ashland)
Athens, GA: Clarke*, Jackson, Madison, Oconee
Atlanta, GA: Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ: Atlantic, Cape May
Attleboro, MA (See New Bedford-Fall River-Attleboro)
Auburn, ME (See Lewiston-Auburn)
Augusta, GA:
  Georgia Portion: Columbia, McDuffie, Richmond*
  South Carolina Portion: Aiken
Aurora - Elgin, IL: Kane*, Kendall
Austin, TX: Hays, Travis*, Williamson*
Bakersfield, CA: Kern
Baltimore, MD: Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME: Penobscot
Baton Rouge, LA: Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI: Calhoun
Bay City, MI (See Saginaw-Bay City-Midland)
Beaumont - Port Arthur, TX: Hardin, Jefferson*, Orange
Beaver County, PA: Beaver
Bellingham, WA: Whatcom
Beloit, WI (See Janesville-Beloit)
Benton Harbor, MI: Berrien
Bergen - Passaic, NJ: Bergen, Passaic*
Bethlehem, PA (See Allentown-Bethlehem)
Billings, MT: Yellowstone
Biloxi - Gulfport, MS: Hancock, Harrison*
Binghamton, NY: Broome*, Tioga
Birmingham, AL: Blount, Jefferson*, St. Clair, Shelby, Walker
Bismarck, ND: Burleigh*, Morton
Bloomington, IN: Monroe
Bloomington - Normal, IL: McLean
Boca Raton, FL (See West Palm Beach-Boca Raton-Delray Beach)
Boise, ID: Ada
Boston - Lawrence - Salem - Lowell - Brockton, MA: Essex*, Middlesex*, Norfolk, Plymouth* Suffolk*
Boulder - Longmont, CO: Boulder
Bradenton, FL: Manatee
Brazoria, TX: Brazoria
Bremerton, WA: Kitsap
Bridgeport - Stamford - Norwalk - Danbury, CT: Fairfield
Bridgeton, NJ (See Vineland-Milville-Bridgeton)

Bristol, CT (See Hartford-New Britain-Middletown-Bristol)
Bristol, TN (See Johnson City-Kingsport-Bristol)
Brockton, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Brownsville - Harlingen, TX: Cameron
Bryan - College Station, TX: Brazos
Buffalo, NY: Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA: Metro Areas: Buffalo, Niagara Falls

Burlington, NC: Alamance
Burlington, VT: Chittenden*, Grand Isle
Canton, OH: Carroll, Stark*
Casper, WY: Natrona
Cedar Falls, IA (See Waterloo-Cedar Falls)
Cedar Rapids, IA: Linn
Champaign - Urbana - Rantoul, Champaign
Charleston, SC: Berkeley, Charleston*, Dorchester
Charleston, WV: Kanawha*, Putnam
Charlotte - Gastonia - Rock Hill, NC-SC:
  North Carolina Portion: Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union
  South Carolina Portion: York*
Charlottesville, VA: Albermarle, Charlottesville*, Fluvanna, Greene
Chattanooga, TN:
  Georgia Portion: Catoosa, Dade, Walker
  Tennessee Portion: Hamilton*, Marion, Sequatchie
Cheyenne, WY: Laramie
Chicago, IL: Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA: Metro Areas: Aurora-Elgin, Chicago, IL; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

Chico, CA: Butte
Cincinnati, OH:
  Indiana Portion: Dearborn
  Kentucky Portion: Boone, Campbell, Kenton
  Ohio Portion: Clermont, Hamilton*, Warren

CINCINNATI - HAMILTON CONSOLIDATED AREA: Metro Areas: Cincinnati, Hamilton-Middletown, OH

Clarksville - Hopkinsville, TN-KY:
  Kentucky Portion: Christian*
  Tennessee Portion: Montgomery*
Clearwater, FL (See Tampa-St. Petersburg-Clearwater)
Cleveland, OH: Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN - CONSOLIDATED AREA: Metro Areas: Akron, Cleveland, Lorain-Elyria, OH

College Station, TX (See Bryan-College Station)
Colorado Springs, CO: El Paso
Columbia, MO: Boone
Columbia, SC: Lexington, Richland*
Columbus, GA:
  Alabama Portion: Russell
  Georgia Portion: Chattahoochee, Muscogee*
Columbus, OH: Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union
Corpus Christi, TX: Nueces*, San Patricio
Cumberland, MD:
  Maryland Portion: Allegany*
  West Virginia Portion: Mineral
Dallas, TX: Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH - CONSOLIDATED AREA: Metro Areas: Dallas, Fort Worth-Arlington, TX

Danbury, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Danville, VA: Danville*, Pittsylvania
Davenport - Rock Island - Moline, IL-IA:
  Illinois Portion: Henry, Rock Island*
  Iowa Portion: Scott*
Dayton - Springfield, OH: Clark*, Greene, Miami, Montgomery*
Daytona Beach, FL: Volusia
Decatur, AL: Morgan
Decatur, IL: Macon
Delray Beach, FL (See West Palm Beach-Boca Raton-Delray Beach)
Denison, TX (See Sherman-Denison)
Denver, CO: Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA: Metro Areas: Boulder-Longmont, Denver, CO

Des Moines, IA: Dallas, Polk*, Warren
Detroit, MI: Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR - CONSOLIDATED AREA: Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL: Dale, Houston*
Dubuque, IA: Dubuque
Duluth, MN:
  Minnesota Portion: St. Louis*
  Wisconsin Portion: Douglas
Durham, NC (See Raleigh-Durham)
East Lansing, MI (See Lansing-East Lansing)
Eau Claire, WI: Chippewa, Eau Claire*
Edinburg, TX (See McAllen-Edinburg-Mission)
El Paso, TX: El Paso
Elgin, IL (See Aurora-Elgin)
Elkhart-Goshen, IN: Elkhart
Elmira, NY: Chemung
Elyria, OH (See Lorain-Elyria)
Enid, OK: Garfield
Erie, PA: Erie
Eugene - Springfield, OR: Lane
Evansville, IN:
  Indiana Portion: Posey, Vanderburg*, Warrick
  Kentucky Portion: Henderson*
Fairfield, CA (See Vallejo-Fairfield-Napa)
Fall River, MA (See New Bedford-Fall River-Attleboro)
Fargo - Moorhead, ND-MN:
  Minnestoa Portion: Clay*
  North Dakota Portion: Cass*
Fayetteville, NC: Cumberland
Fayetteville - Springdale, AR: Washington
Fitchburg, MA (See Worcester-Fitchburg-Leominster)
Flint, MI: Genesee
Florence, AL: Colbert, Lauderdale*
Florence, SC: Florence
Fort Colllins - Loveland, CO: Larimer
Fort Lauderdale - Hollywood - Pompono Beach, FL: Broward
Fort Myers - Cape Coral, FL: Lee
Fort Pierce, FL: Martin, St. Lucie*
Fort Smith, AR:
  Arkansas Portion: Crawford, Sebastian*
  Oklahoma Portion: Sequoyah
Fort Walton Beach, FL: Okaloosa
Fort Wayne, IN: Allen*, De Kalb, Whitley
Fort Worth - Arlington, TX: Johnson, Parker, Tarrant*
Fresno, CA: Fresno
Gadsden, AL: Etowah
Gainesville, FL: Alachua*, Bradford
Galveston - Texas City, TX: Galveston
Gary - Hammond, IN: Lake*, Porter
Gastonia, NC (See Charlotte-Gastonia-Rock Hill)
Glens Falls, NY: Warren*, Washington
Goshen, IN (See Elkhart-Goshen)
Grand Forks, ND: Grand Forks
Grand Rapids, MI: Kent*, Ottawa
Great Falls, MT: Cascade
Greeley, CO: Weld
Green Bay, WI: Brown
Greensboro - Winston-Salem - High Point, NC: Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin
Greenville - Spartanburg, SC: Greenville*, Pickens, Spartanburg*
Gulfport, MS (See Biloxi-Gulfport)
Hagerstown, MD: Washington
Hamilton - Middletown, OH: Butler
Hammond, IN (See Gary-Hammond)
Harlingen, TX (See Brownsville-Harlingen)
Harrisburg - Lebanon - Carlisle, PA: Cumberland, Dauphin*, Lebanon*, Perry
Hartford - New Britain - Middletown-Bristol, CT: Hartford*, Middlesex, Tolland
Hickory - Morganton, NC: Alexander, Burke*, Catawba*
High Point, NC (See Greensboro-Winston-Salem-High Point)
Hollywood, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Honolulu, HI: Honolulu
Hopkinsville, TN (See Clarksville-Hopkinsville)
Houma - Thibodaux, LA: Lafourche*, Terrebonne
Houston, TX: Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - CONSOLIDATED AREA: Metro Areas: Brazoria, Galveston-Texas City, Houston, TX

Huntington - Ashland, WV-KY:
  Kentucky Portion: Boyd*, Carter, Greenup
  Ohio Portion: Lawrence
  West Virginia Portion: Cabell*, Wayne
Huntsville, AL: Madison
Indianapolis, IN: Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby
Iowa City, IA: Johnson
Jackson, MI: Jackson
Jackson, MS: Hinds*, Madison, Rankin
Jackson, TN: Madison
Jacksonville, FL: Clay, Duval*, Nassau, St. Johns
Jacksonville, NC: Onslow
Jamestown - Dunkirk, NY: Chautauqua

- **Janesville - Beloit, WI:** Rock
- **Jersey City, NJ:** Hudson
- **Johnson City - Kingsport - Bristol, TN-VA:**
  - **Tennessee Portion:** Carter, Hawkins, Sullivan*, Unicoi, Washington*
  - **Virginia Portion:** Bristol*, Scott, Washington
- **Johnstown, PA:** Cambria*, Somerset
- **Joliet, IL:** Grundy, Will
- **Joplin, MO:** Jasper*, Newton
- **Kalamazoo, MI:** Kalamazoo
- **Kankakee, IL:** Kankakee
- **Kansas City, MO-KS:**
  - **Kansas Portion:** Johnson, Leavenworth, Miami, Wyandotte*
  - **Missouri Portion:** Cass, Clay, Jackson*, Lafayette, Platte, Ray
- **Kennewick, WA** (See Richland-Kennewick-Pasco)
- **Kenosha, WI:** Kenosha
- **Killeen - Temple, TX:** Bell*, Coryell
- **Kingsport, TN** (See Johnson City-Kingsport-Bristol)
- **Knoxville, TN:** Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union
- **Kokomo, IN:** Howard*, Tipton
- **La Crosse, WI:** La Crosse
- **Lafayette - West Lafayette, IN:** Tippecanoe
- **Lafayette, LA:** Lafayette, St. Martin
- **Lake Charles, LA:** Calcasieu
- **Lake County, IL:** Lake
- **Lakeland - Winter Haven, FL:** Polk
- **Lancaster, PA:** Lancaster
- **Lansing - East Lansing, MI:** Clinton, Eaton, Ingham*
- **Laredo, TX:** Webb
- **Las Cruces, NM:** Dona Ana
- **Las Vegas, NV:** Clark
- **Lawrence, KS:** Douglas
- **Lawrence, MA** (See Boston-Lawrence-Salem-Lowell-Brockton)
- **Lawton, OK:** Comanche
- **Leominster, MA** (See Worcester-Fitchburg-Leominster)
- **Lewiston - Auburn, ME:** Androscoggin
- **Lexington - Fayette, KY:** Bourbon, Clark, Fayette*, Jessamine Scott, Woodford
- **Lima, OH:** Allen*, Auglaize
- **Lincoln, NE:** Lancaster
- **Little Rock - North Little Rock, AR:** Faulkner, Lonoke, Pulaski, Saline
- **Lompoc, CA** (See Santa Barbara-Santa Maria-Lompoc)
- **Long Beach, CA** (See Los Angeles-Long Beach)
- **Longmont, CO** (See Boulder-Longmont)
- **Longview - Marshall, TX:** Gregg*, Harrison*
- **Lorain - Elyria, OH:** Lorain
- **Los Angeles - Long Beach, CA:** Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA: Metro Areas: Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernadino, CA

- **Louisville, KY:**
  - **Indiana Portion:** Clark, Floyd, Harrison
  - **Kentucky Portion:** Bullitt, Jefferson*, Oldham, Shelby
- **Loveland, CO** (See Fort Collins-Loveland)
- **Lowell, MA** (See Boston-Lawrence-Salem-Lowell-Brockton)
- **Lubbock, TX:** Lubbock
- **Lynchburg, VA:** Amherst, Campbell, Lynchburg*
- **Macon - Warner Robbins, GA:** Bibb*, Houston*, Jones, Peach
- **Madison, WI:** Dane*
- **Manchester - Nashua, NH:** Hillsborough
- **Mansfield, OH:** Richland
- **Marietta, OH** (See Parkersburg-Marietta)
- **Marshall, TX** (See Longview-Marshall)
- **McAllen - Edinburg - Mission, TX:** Hidalgo
- **Medford, OR:** Jackson
- **Melbourne - Titusville - Palm Bay,** Brevard
- **Memphis, TN**
  - **Arkansas Portion:** Crittenden
  - **Mississippi Portion:** De Soto
  - **Tennessee Portion:** Shelby*, Tipton
- **Merced, CA:** Merced
- **Meriden, CT** (See New Haven-Waterbury-Meriden)
- **Miami - Hialeah, FL:** Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA: Metro Areas: Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL

- **Middlesex - Somerset - Hunterdon, NJ:** Hunterdon, Middlesex, Somerset
- **Middletown, CT** (See Hartford-New Britain-Middletown-Bristol)
- **Middletown, OH** (See Hamilton-Middletown)
- **Midland, MI** (See Saginaw-Bay City-Midland)
- **Midland, TX:** Midland
- **Millville, NJ** (See Vineland-Millville-Bridgeton)
- **Milwaukee, WI:** Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA: Metro Areas: Milwaukee, Racine, WI

- **Minneapolis - St. Paul, MN:**
  - **Minnesota Portion:** Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington Wright
  - **Wisconsin Portion:** St. Croix
- **Mishawaka, IN** (See South Bend-Mishawaka)
- **Mission, TX** (See McAllen-Edinburg-Mission)
- **Mobile, AL:** Baldwin, Mobile*
- **Modesto, CA:** Stanislaus
- **Moline, IL** (See Davenport-Rock Island-Moline)
- **Monmouth - Ocean, NJ:** Monmouth, Ocean
- **Monroe, LA:** Ouachita
- **Monterey, CA** (See Salinas-Seaside-Monterey)
- **Montgomery, AL:** Autauqa, Elmore, Montgomery*
- **Moorhead, MN** (See Fargo-Moorhead)
- **Muncie, IN:** Delaware
- **Muskegon, MI:** Muskegon
- **Napa, CA** (See Vallejo-Fairfield-Napa)
- **Naples, FL:** Collier
- **Nashua, NH** (See Manchester-Nashua)
- **Nashville, TN:** Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
- **Nassau - Suffolk, NY:** Nassau, Suffolk
- **Neenah, WI** (See Appleton-Oshkosh-Neenah)
- **Newark, NJ:** Essex*, Morris, Sussex, Union
- **New Bedford - Fall River - Attleboro, MA:** Bristol
- **New Britain, CT** (See Hartford-New Britain-Middletown-Bristol)
- **New Haven - Waterbury - Meridian, CT:** New Haven
- **New London - Norwich, CT:** New London
- **New Orleans, LA:** Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
- **Newport News, VA** (See Norfolk-Virginia Beach-Newport News)
- **New York, NY:** Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA: Metro Areas: Bergen-Passaic, NJ; Bridegport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY

- **Niagara Falls, NY:** Niagara
- **Norfolk - Virginia Beach - Newport News, VA:** Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York
- **Normal, IL** (See Bloomington-Normal)
- **North Little Rock, AR** (See Little Rock-North Little Rock)
- **Norwalk, CT** (See Bridgeport-Stamford-Norwalk-Danbury)
- **Norwich, CT** (See New London-Norwich)
- **Oakland, CA:** Alameda*, Contra Costa
- **Ocala, FL:** Marion
- **Odessa, TX:** Ector
- **Ogden, UT** (See Salt Lake City-Ogden)
- **Oklahoma City, OK:** Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie
- **Olympia, WA:** Thurston
- **Omaha, NE:**
  - **Iowa Portion:** Pottawatomie
  - **Nebraska Portion:** Douglas*, Sarpy, Washington
- **Orange County, NY:** Orange
- **Orem, UT** (See Provo-Orem)
- **Orlando, FL:** Orange*, Osceola, Seminole
- **Oshkosh, WI** (See Appleton-Oshkosh-Neenah)
- **Owensboro, KY:** Davies
- **Oxnard - Ventura, CA:** Ventura
- **Palm Bay, FL** (See Melbourne-Titusville-Palm Bay)
- **Panama City, FL:** Bay
- **Parkersburg - Marietta, WV - OH:**
  - **Ohio Portion:** Washington*
  - **West Virginia Portion:** Wood*
- **Pascagoula, MS:** Jackson
- **Pasco, WA** (See Richland-Kennewick-Pasco)
- **Passaic, NJ** (See Bergen-Passaic)
- **Pawtucket, RI** (See Providence-Pawtucket-Woonsocket)
- **Pensacola, FL:** Escambia*, Santa Rosa
- **Peoria, IL:** Peoria, Tazewell, Woodford
- **Petersburg, VA** (See Richmond-Petersburg)
- **Philadelphia, PA:**
  - **New Jersey Portion:** Burlington, Camden, Gloucester
  - **Pennsylvania Portion:** Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA: Metro Areas: Philadelphia, PA; Trenton, Vineland-Milville-Bridgeton, NJ; Wilmington, DE

Phoenix, AZ: Maricopa
Pine Bluff, AR: Jefferson
Pittsburgh, PA: Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA: Metro Areas: Beaver County, Pittsburgh, PA

Pittsfield, MA: Berkshire
Pompano Beach, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Port Arthur, TX (See Beaumont-Port Arthur)
Portland, ME: Cumberland
Portland, OR: Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA: Metro Areas: Portland, OR, Vancouver, WA

Portsmouth - Dover - Rochester, NH: Rockingham*, Strafford*
Poughkeepsie, NY: Dutchess
Providence - Pawtucket - Woonsocket, RI: Bristol, Kent*, Providence*, Washington
Provo - Orem, UT: Utah
Pueblo, CO: Pueblo
Racine, WI: Racine
Raleigh - Durham, NC: Durham*, Franklin, Orange, Wake*
Rantoul, IL (See Champaign-Urbana-Rantoul)
Rapid City, SD: Pennington
Reading, PA: Berks
Redding, CA: Shasta
Reno, NV: Washoe
Richland - Kennewick - Pasco, WA: Benton*, Franklin
Richmond - Petersburg, VA: Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*
Riverside - San Bernardino, CA: Riverside*, San Bernardino*
Roanoke, VA: Botetourt, Roanoke, Roanoke City*, Salem City
Rochester, MN: Olmsted
Rochester, NY: Livingston, Monroe*, Ontario, Orleans, Wayne
Rockford, IL: Boone, Winnebago*
Rock Hill, SC (See Charlotte-Gastonia-Rock Hill)
Rock Island, IL (See Davenport-Rock Island-Moline)
Rome, NY (See Utica-Rome)
Sacramento, CA: El Dorado, Placer, Sacramento*, Yolo
Saginaw - Bay City - Midland, MI: Bay*, Midland*, Saginaw*
St. Cloud, MN: Benton, Sherburne, Stearns*
St. Joseph, MO: Buchanan
St. Louis, MO-IL:
  Illinois Portion: Clinton, Jersey, Madison, Monroe, St. Clair
  Missouri Portion: Franklin, Jefferson, St. Charles, St. Louis, St. Louis City
St. Paul, MN (See Minneapolis-St. Paul)
St. Petersburg, FL (See Tampa-St. Petersburg)
Salem, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Salem, OR: Marion*, Polk
Salinas - Seaside - Monterey, CA: Monterey
Salt Lake City - Ogden, UT: Davis, Salt Lake*, Weber*
San Angelo, TX: Tom Green
San Antonio, TX: Bexar*, Comal, Guadalupe
San Bernardino, CA (See Riverside-San Bernardino)
San Diego, CA: San Diego
San Francisco, CA: Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA: Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA

San Jose, CA: Santa Clara
Santa Ana, CA (See Anaheim-Santa Ana)
Santa Barbara - Santa Maria - Lompoc, CA: Santa Barbara
Santa Cruz, CA: Santa Cruz
Santa Fe, NM: Los Alamos, Santa Fe*
Santa Maria, CA (See Santa Barbara-Santa Maria-Lompoc)
Santa Rosa - Petaluma, CA: Sonoma
Sarasota, FL: Sarasota
Savannah, GA: Chatham*, Effingham
Schenectady, NY (See Albany-Schenectady-Troy)
Scranton - Wilkes-Barre, PA: Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming
Seaside, CA (See Salinas-Seaside-Monterey)
Seattle, WA: King, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA: Metro Areas: Seattle, Tacoma, WA

Sharon, PA: Mercer
Sheboygan, WI: Sheboygan
Sherman - Denison, TX: Grayson
Shreveport, LA: Bossier, Caddo*
Sioux City, IA:
  Iowa Portion: Woodbury*
  Nebraska Portion: Dakota
Sioux Falls, SD: Minnehaha
South Bend - Mishawaka, IN: St. Joseph
Spartanburg, SC (See Greenville-Spartanburg)
Spokane, WA: Spokane
Springdale, AR (See Fayetteville-Springdale)
Springfield, IL: Menard, Sangamon*
Springfield, MA: Hampden*, Hampshire
Springfield, MO: Christian, Greene*
Springfield, OH (See Dayton-Springfield)
Springfield, OR (See Eugene-Springfield)
Stamford, CT (See Bridgeport-Stamford-Norwalk-Danbury)
State College, PA: Centre
Steubenville - Weirton, OH-WV:
  Ohio Portion: Jefferson*
  West Virginia Portion: Brooke, Hancock*
Stockton, CA: San Joaquin
Syracuse, NY: Madison, Onondaga*, Oswego
Tacoma, WA: Pierce
Tallahassee, FL: Gadsden, Leon*
Tampa - St. Petersburg - Clearwater, FL: Hernando, Hillsborough*, Pasco, Pinellas*
Temple, TX (See Killeen-Temple)
Terre Haute, IN: Clay, Vigo*
Texarkana, TX-AR:
  Arkansas Portion: Miller*
  Texas Portion: Bowie*
Texas City, TX (See Galveston-Texas City)
Titusville, FL (See Melbourne-Titusville-Palm Bay)
Toledo, OH: Fulton, Lucas*, Wood
Topeka, KS: Shawnee
Trenton, NJ: Mercer
Troy, NY (See Albany-Schenectady-Troy)
Tucson, AZ: Pima
Tulsa, OK: Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL: Tuscaloosa
Tyler, TX: Smith
Urbana, IL (See Champaign-Urbana-Rantoul)
Utica - Rome, NY: Herkimer, Oneida*
Vallejo - Fairfield - Napa, CA: Napa, Solano
Vancouver, WA: Clark
Ventura, CA (See Oxnard-Ventura)
Victoria, TX: Victoria
Vineland - Milville - Bridgeton, NJ: Cumberland
Virginia Beach, VA (See Norfolk-Virginia Beach-Newport News)
Visalia - Tulare - Porterville, CA: Tulare
Waco, TX: McLennan
Warren, OH (See Youngstown-Warren)
Washington, DC:
  District of Columbia Portion: District of Columbia*
  Maryland Portion: Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion: Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven-Waterbury-Meriden)
Waterloo - Cedar Falls, IA: Black Hawk*, Bremer
Wausau, WI: Marathon
Weirton, OH (See Steubenville-Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL: Palm Beach
Wheeling, WV:
  Ohio Portion: Belmont
  West Virginia Portion: Marshall, Ohio*
Wichita, KS: Butler, Sedgwick*
Wichita Falls, TX: Witchita
Wilkes-Barre, PA (See Scranton-Wilkes-Barre)
Williamsport, PA: Lycoming
Wilmington, DE:
  Delaware Portion: New Castle*
  Maryland Portion: Cecil
  New Jersey Portion: Salem
Wilmington, NC: New Hanover
Winston-Salem, NC (See Greensboro-Winston-Salem-High Point)
Winter Haven, FL (See Lakeland-Winter Haven)
Woonsocket, RI (See Providence-Pawtucket-Woonsocket)
Worcester - Fitchburg - Leominster, MA: Worcester
Yakima, WA: Yakima
York, PA: Adams, York*
Youngstown - Warren, OH: Mahoning*, Trumbull*
Yuba City, CA: Sutter*, Yuba
Yuma, AZ: Yuma

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SECTION B

SUMMARIES & METRO MARKET RANKINGS

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1991 Regional and State Summaries of Population

S&MM ESTIMATES 12/31/91

REGION State	Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group					Households (Thousands)	% Of U.S.
				0-17 years (Thousands)	18-24 years (Thousands)	25-34 years (Thousands)	35-49 years (Thousands)	50 & Over (Thousands)		
NEW ENGLAND	**13,328.6**	**5.2591**	**34.1**	**3,120.6**	**1,443.7**	**2,301.5**	**2,935.1**	**3,537.7**	**4,989.5**	**5.3262**
Connecticut	3,313.9	1.3066	34.8	762.7	336.9	567.4	743.8	903.1	1,239.5	1.3232
Maine	1,247.9	.4920	34.3	316.2	120.5	201.5	276.6	333.1	473.6	.5056
Massachusetts	6,048.3	2.3847	34.0	1,375.3	690.7	1,065.8	1,308.8	1,607.7	2,256.5	2.4087
New Hampshire	1,143.6	.4509	33.1	289.6	116.7	204.1	263.5	269.7	424.3	.4529
Rhode Island	1,012.1	.3990	34.4	230.2	117.1	169.0	210.3	285.5	380.8	.4065
Vermont	572.8	.2259	33.3	146.6	61.8	93.7	132.1	138.6	214.8	.2293
MIDDLE ATLANTIC	**37,947.9**	**14.9621**	**34.7**	**9,028.4**	**3,863.7**	**6,251.7**	**8,195.9**	**10,608.2**	**14,028.8**	**14.9756**
New Jersey	7,813.5	3.0807	34.8	1,837.1	762.4	1,327.4	1,742.5	2,144.1	2,818.4	3.0086
New York	18,166.3	7.1626	34.2	4,352.8	1,913.4	3,062.7	3,942.0	4,895.4	6,677.4	7.1281
Pennsylvania	11,968.1	4.7188	35.5	2,838.5	1,187.9	1,861.6	2,511.4	3,568.7	4,533.0	4.8389
EAST NORTH CENTRAL	**42,359.5**	**16.7014**	**33.3**	**11,126.2**	**4,331.4**	**6,915.5**	**9,007.0**	**10,979.4**	**15,724.6**	**16.7858**
Illinois	11,511.8	4.5389	33.2	2,995.6	1,176.9	1,938.0	2,444.5	2,956.8	4,223.2	4.5082
Indiana	5,594.4	2.2057	33.2	1,479.6	584.9	891.7	1,186.3	1,451.9	2,084.6	2.2253
Michigan	9,382.2	3.6992	32.9	2,500.3	972.8	1,535.9	2,023.5	2,349.7	3,452.6	3.6857
Ohio	10,918.7	4.3050	33.7	2,838.0	1,098.5	1,746.4	2,316.5	2,919.3	4,116.5	4.3943
Wisconsin	4,952.4	1.9526	33.3	1,312.7	498.3	803.5	1,036.2	1,301.7	1,847.7	1.9724
WEST NORTH CENTRAL	**17,849.4**	**7.0375**	**33.5**	**4,745.7**	**1,739.8**	**2,877.6**	**3,692.5**	**4,793.8**	**6,799.5**	**7.2584**
Iowa	2,778.1	1.0953	34.5	722.7	272.6	414.0	563.2	805.6	1,066.9	1.1389
Kansas	2,506.5	.9883	33.2	673.6	248.2	404.6	515.9	664.2	957.0	1.0216
Minnesota	4,457.2	1.7574	32.8	1,197.1	433.9	768.9	956.6	1,100.7	1,680.6	1.7940
Missouri	5,184.8	2.0442	34.0	1,342.1	502.7	833.7	1,074.2	1,432.1	1,986.9	2.1210
Nebraska	1,586.0	.6253	33.4	433.5	150.9	249.7	323.2	428.7	605.9	.6468
North Dakota	634.3	.2501	32.7	175.1	65.4	99.9	124.4	169.5	240.3	.2565
South Dakota	702.5	.2769	32.8	201.6	66.1	106.8	135.0	193.0	261.9	.2796
SOUTH ATLANTIC	**44,874.0**	**17.6928**	**34.1**	**10,927.8**	**4,667.6**	**7,528.9**	**9,711.3**	**12,038.4**	**17,010.5**	**18.1584**
Delaware	684.1	.2697	33.2	169.5	75.5	117.9	145.5	175.7	253.5	.2706
District of Columbia	597.4	.2356	33.9	117.5	78.7	115.2	131.9	154.1	244.8	.2613
Florida	13,492.9	5.3199	36.9	3,016.1	1,223.0	2,128.9	2,711.2	4,413.7	5,359.1	5.7208
Georgia	6,708.7	2.6451	31.9	1,805.5	735.9	1,176.8	1,499.5	1,491.0	2,451.4	2.6168
Maryland	4,915.9	1.9382	33.4	1,206.2	502.2	892.9	1,143.0	1,171.6	1,797.0	1.9183
North Carolina	6,777.2	2.6720	33.5	1,658.5	769.1	1,130.0	1,476.4	1,743.2	2,579.7	2.7538
South Carolina	3,565.4	1.4058	32.4	950.9	399.3	584.2	764.0	867.0	1,288.6	1.3755
Virginia	6,348.1	2.5029	33.0	1,559.9	713.0	1,130.8	1,455.0	1,489.4	2,349.7	2.5083
West Virginia	1,784.3	.7036	35.9	443.7	170.9	252.2	384.8	532.7	686.7	.7330
EAST SOUTH CENTRAL	**15,345.5**	**6.0505**	**33.3**	**4,053.1**	**1,613.2**	**2,413.5**	**3,231.8**	**4,033.9**	**5,720.4**	**6.1065**
Alabama	4,089.4	1.6124	33.4	1,080.9	430.2	634.2	850.9	1,093.2	1,525.5	1.6285
Kentucky	3,704.2	1.4605	33.5	965.6	385.6	592.3	790.4	970.3	1,388.3	1.4820
Mississippi	2,591.8	1.0219	31.5	758.7	282.2	389.6	504.5	656.8	918.0	.9799
Tennessee	4,960.1	1.9557	34.0	1,247.9	515.2	797.4	1,086.0	1,313.6	1,888.6	2.0161
WEST SOUTH CENTRAL	**27,205.7**	**10.7266**	**31.6**	**7,730.4**	**2,858.1**	**4,589.1**	**5,675.4**	**6,352.7**	**9,840.3**	**10.5044**
Arkansas	2,374.8	.9363	34.3	631.3	229.4	349.8	482.1	682.2	901.8	.9627
Louisiana	4,238.4	1.6711	31.3	1,243.5	448.0	683.0	863.5	1,000.4	1,504.7	1.6062
Oklahoma	3,157.8	1.2451	33.6	845.8	309.8	493.8	655.1	853.3	1,211.2	1.2930
Texas	17,434.7	6.8741	31.0	5,009.8	1,870.9	3,062.5	3,674.7	3,816.8	6,222.6	6.6425
MOUNTAIN	**14,103.3**	**5.5605**	**31.9**	**4,033.9**	**1,402.6**	**2,346.6**	**3,031.2**	**3,289.0**	**5,202.7**	**5.5538**
Arizona	3,825.5	1.5083	32.6	1,033.8	395.5	639.6	780.7	975.9	1,430.7	1.5272
Colorado	3,367.9	1.3279	32.7	886.8	331.1	604.4	803.9	741.7	1,312.9	1.4015
Idaho	1,023.2	.4034	31.7	315.3	95.4	150.3	214.7	247.5	367.4	.3922
Montana	801.4	.3160	34.2	223.8	67.1	119.5	178.7	212.3	307.3	.3281
Nevada	1,301.4	.5131	33.6	324.7	125.6	232.1	298.8	320.2	504.0	.5380
New Mexico	1,561.4	.6156	31.5	464.0	150.6	255.9	330.0	360.9	560.2	.5980
Utah	1,770.2	.6979	26.4	649.9	197.6	272.9	321.7	328.1	551.3	.5885
Wyoming	452.3	.1783	32.1	135.6	39.7	71.9	102.7	102.4	168.9	.1803
PACIFIC	**40,605.2**	**16.0095**	**32.1**	**10,706.4**	**4,376.5**	**7,313.3**	**8,974.6**	**9,234.4**	**14,361.5**	**15.3308**
Alaska	570.2	.2248	29.3	180.1	56.3	113.7	144.4	75.7	195.9	.2091
California	30,975.0	12.2127	31.8	8,181.4	3,451.4	5,703.6	6,732.5	6,906.1	10,741.2	11.4661
Hawaii	1,138.1	.4487	32.9	290.8	120.9	199.0	255.4	272.0	367.0	.3918
Oregon	2,912.8	1.1484	35.0	746.3	263.1	446.9	682.0	774.5	1,130.6	1.2069
Washington	5,009.1	1.9749	33.4	1,307.8	484.8	850.1	1,160.3	1,206.1	1,926.8	2.0569
TOTAL UNITED STATES	**253,629.1**	**100.0000**	**33.2**	**65,472.5**	**26,296.6**	**42,537.7**	**54,454.8**	**64,867.5**	**93,677.8**	**100.0000**

1991 Regional and State Summaries of Effective Buying Income

S&MM ESTIMATES: 12/31/91

REGION State	1991 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group Under $10,000 (Thousands)	$10,000-$19,999 (Thousands)	$20,000-$34,999 (Thousands)	$35,000-$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**228,834,922**	**6.1368**	**17,156**	**45,863**	**38,129**	**506.8**	**679.0**	**1,087.3**	**1,000.7**	**1,713.7**
Connecticut	66,142,959	1.7738	19,959	53,363	43,471	102.2	137.0	242.8	241.3	516.2
Maine	16,781,995	.4500	13,448	35,435	29,904	59.0	87.8	132.5	98.8	95.5
Massachusetts	104,610,978	2.8054	17,296	46,360	39,341	238.8	297.3	459.9	440.5	820.0
New Hampshire	19,054,994	.5110	16,662	44,909	39,040	34.9	53.8	96.7	94.8	144.1
Rhode Island	14,444,997	.3874	14,272	37,933	32,050	50.0	64.1	94.8	79.8	92.1
Vermont	7,798,999	.2092	13,616	36,308	30,824	23.9	39.0	60.6	45.5	45.8
MIDDLE ATLANTIC	**632,218,683**	**16.9542**	**16,460**	**43,066**	**36,035**	**1,629.2**	**2,065.5**	**3,122.6**	**2,645.5**	**4,566.0**
New Jersey	155,172,906	4.1613	19,860	55,057	45,775	223.2	304.3	508.8	515.8	1,266.3
New York	298,926,889	8.0163	16,455	44,767	35,506	844.0	980.2	1,469.9	1,229.9	2,153.4
Pennsylvania	178,118,888	4.7766	14,883	39,294	31,968	562.0	781.0	1,143.9	899.8	1,146.3
EAST NORTH CENTRAL	**618,730,893**	**16.5924**	**14,607**	**39,248**	**32,767**	**1,933.9**	**2,585.0**	**3,902.0**	**3,188.3**	**4,115.4**
Illinois	187,922,992	5.0395	16,324	44,498	36,535	476.3	599.5	944.1	835.7	1,367.6
Indiana	75,280,996	2.0188	13,456	36,113	30,516	255.4	376.5	571.6	432.5	448.6
Michigan	134,687,981	3.6119	14,356	39,011	32,839	451.3	569.6	819.9	685.6	926.2
Ohio	151,669,916	4.0673	13,891	36,844	30,851	553.9	713.3	1,073.6	830.9	944.8
Wisconsin	69,169,008	1.8549	13,967	37,435	32,094	197.0	326.1	492.8	403.6	428.2
WEST NORTH CENTRAL	**248,926,447**	**6.6754**	**13,946**	**36,610**	**30,322**	**865.9**	**1,241.6**	**1,825.3**	**1,259.8**	**1,506.9**
Iowa	37,683,017	1.0106	13,564	35,320	29,690	131.7	200.5	301.9	218.3	214.5
Kansas	35,930,028	.9635	14,335	37,544	30,541	120.3	172.4	256.9	186.7	220.7
Minnesota	63,842,983	1.7121	14,324	37,988	32,264	190.7	285.4	442.0	360.1	402.4
Missouri	71,678,982	1.9222	13,825	36,076	29,375	283.2	373.1	518.3	375.4	436.9
Nebraska	22,384,014	.6002	14,114	36,943	30,630	70.3	111.0	166.7	123.1	134.8
North Dakota	8,010,009	.2148	12,628	33,333	27,509	34.9	49.1	67.8	45.1	43.4
South Dakota	9,397,414	.2520	13,377	35,882	29,321	34.8	50.1	71.7	51.1	54.2
SOUTH ATLANTIC	**636,015,783**	**17.0561**	**14,173**	**37,390**	**30,046**	**2,222.5**	**3,056.9**	**4,508.5**	**3,233.4**	**3,889.2**
Delaware	10,439,998	.2800	15,261	41,183	35,152	24.2	37.8	64.1	55.3	72.1
District of Columbia	10,751,992	.2883	17,998	43,922	31,933	35.8	36.9	60.7	41.4	70.0
Florida	195,035,892	5.2303	14,455	36,393	28,287	739.8	1,064.8	1,490.2	968.7	1,095.6
Georgia	88,737,006	2.3797	13,227	36,199	29,535	371.9	431.6	644.0	466.3	537.6
Maryland	82,144,955	2.2029	16,710	45,712	39,074	160.9	217.8	410.0	384.9	623.4
North Carolina	87,885,995	2.3569	12,968	34,068	28,057	380.9	501.8	724.2	491.1	481.7
South Carolina	42,614,986	1.1428	11,952	33,071	27,512	208.4	249.8	355.5	244.8	230.1
Virginia	98,575,962	2.6435	15,528	41,953	34,400	259.9	355.9	581.6	469.0	683.3
West Virginia	19,828,997	.5317	11,113	28,876	23,070	140.7	160.5	178.2	111.9	95.4
EAST SOUTH CENTRAL	**184,522,952**	**4.9485**	**12,025**	**32,257**	**25,637**	**1,091.4**	**1,166.4**	**1,473.2**	**972.7**	**1,016.7**
Alabama	49,399,971	1.3248	12,080	32,383	25,994	290.8	304.1	389.7	261.4	279.5
Kentucky	44,585,998	1.1957	12,037	32,116	25,622	264.0	285.5	355.5	238.5	244.8
Mississippi	26,565,004	.7124	10,250	28,938	22,446	212.7	203.6	231.2	139.9	130.6
Tennessee	63,971,979	1.7156	12,897	33,873	27,003	323.9	373.2	496.8	332.9	361.8
WEST SOUTH CENTRAL	**355,109,579**	**9.5230**	**13,063**	**36,087**	**28,146**	**1,625.3**	**1,867.6**	**2,483.3**	**1,712.6**	**2,151.5**
Arkansas	27,340,008	.7332	11,513	30,317	24,277	170.0	200.7	250.0	147.5	133.6
Louisiana	50,647,994	1.3582	11,950	33,660	25,990	303.6	294.0	358.1	247.6	301.4
Oklahoma	37,055,007	.9937	11,734	30,594	24,424	223.6	270.9	335.7	201.4	179.6
Texas	240,066,570	6.4379	13,769	38,580	30,122	928.1	1,102.0	1,539.5	1,116.1	1,536.9
MOUNTAIN	**187,155,689**	**5.0191**	**13,270**	**35,973**	**29,463**	**674.9**	**988.6**	**1,427.6**	**1,008.3**	**1,103.3**
Arizona	48,712,001	1.3063	12,733	34,048	27,429	208.4	294.7	401.0	262.0	264.6
Colorado	51,276,995	1.3751	15,225	39,056	32,129	150.9	225.1	341.7	259.0	336.2
Idaho	12,832,000	.3442	12,541	34,927	28,804	44.5	73.0	107.5	71.8	70.6
Montana	10,267,008	.2754	12,811	33,410	27,387	44.9	64.2	84.8	57.3	56.1
Nevada	19,365,994	.5194	14,881	38,425	31,505	54.2	88.6	140.3	105.0	115.9
New Mexico	18,197,991	.4880	11,655	32,485	26,104	95.0	118.0	151.0	95.6	100.6
Utah	20,318,794	.5448	11,478	36,856	31,857	56.0	94.5	157.3	122.8	120.7
Wyoming	6,184,906	.1659	13,674	36,619	30,994	21.0	30.5	44.0	34.8	38.6
PACIFIC	**637,452,095**	**17.0946**	**15,699**	**44,286**	**35,938**	**1,738.8**	**2,161.1**	**3,390.3**	**2,821.4**	**4,549.9**
Alaska	10,173,460	.2728	17,842	51,932	43,676	14.2	23.0	39.2	36.7	82.8
California	490,749,649	13.1604	15,843	45,689	36,943	1,349.2	1,570.0	2,463.2	2,083.2	3,575.6
Hawaii	18,911,993	.5071	16,617	51,531	43,060	25.6	39.9	78.0	72.2	151.3
Oregon	39,836,051	1.0683	13,676	35,234	29,300	141.3	217.2	321.1	227.4	223.6
Washington	77,780,942	2.0859	15,528	40,368	33,579	208.5	311.0	488.8	401.9	516.6
TOTAL UNITED STATES	**3,728,967,043**	**100.0000**	**14,702**	**39,806**	**33,073**	**12,090.7**	**15,811.7**	**23,220.1**	**17,942.7**	**24,612.6**

1991 Regional and State Summaries of Retail Sales

S&MM ESTIMATES: 12/31/91

				Retail Sales by Store Group						Sales/Advertising Indexes		
REGION State	1991 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**110,944,410**	**6.0913**	**22,236**	**22,366,971**	**12,954,414**	**10,917,917**	**4,925,164**	**22,691,055**	**4,029,082**	**116**	**5.9473**	**113**
Connecticut	26,543,565	1.4574	21,415	5,207,937	2,773,378	2,542,966	1,312,357	5,479,628	884,459	112	1.5854	121
Maine	10,091,828	.5541	21,309	2,299,183	1,003,858	874,504	326,376	2,062,787	328,340	113	.4896	100
Massachusetts	52,089,985	2.8599	23,084	10,178,102	6,773,641	5,231,570	2,339,084	10,475,713	2,048,847	120	2.7376	115
New Hampshire	11,008,774	.6044	25,946	2,313,889	1,051,528	1,212,648	533,157	2,493,847	303,827	134	.5270	117
Rhode Island	6,760,389	.3712	17,753	1,361,202	859,268	752,495	244,909	1,254,545	331,996	93	.3848	96
Vermont	4,449,869	.2443	20,716	1,006,658	492,741	303,734	169,281	924,535	131,613	108	.2229	99
MIDDLE ATLANTIC	**266,597,624**	**14.6370**	**19,004**	**59,025,410**	**25,322,384**	**27,896,591**	**14,503,502**	**51,255,070**	**10,864,333**	**98**	**15.8607**	**106**
New Jersey	63,209,987	3.4704	22,428	13,969,509	5,504,942	6,161,258	3,792,936	13,353,800	2,148,313	113	3.7379	121
New York	122,445,952	6.7227	18,337	27,261,298	12,517,081	12,504,449	6,996,850	21,203,382	5,333,929	94	7.4575	104
Pennsylvania	80,941,685	4.4439	17,856	17,794,603	7,300,361	9,230,884	3,713,716	16,697,888	3,382,091	94	4.6653	99
EAST NORTH CENTRAL	**303,829,171**	**16.6812**	**19,322**	**53,901,240**	**30,900,088**	**40,346,662**	**14,779,379**	**62,482,843**	**13,665,510**	**100**	**16.6412**	**100**
Illinois	84,709,929	4.6509	20,058	14,534,017	8,736,103	10,332,174	4,335,131	16,500,985	4,450,752	102	4.8229	106
Indiana	39,881,962	2.1896	19,132	6,847,712	3,899,381	5,084,060	1,723,908	8,593,231	1,959,398	99	2.1074	96
Michigan	67,760,980	3.7203	19,626	11,360,029	6,614,209	9,988,017	3,453,911	14,692,619	2,832,641	101	3.6620	99
Ohio	76,294,964	4.1888	18,534	14,819,701	7,910,163	10,489,958	3,506,954	15,862,737	3,252,915	97	4.1514	96
Wisconsin	35,181,336	1.9316	19,041	6,339,781	3,770,232	4,452,453	1,759,475	6,833,271	1,169,804	99	1.8975	97
WEST NORTH CENTRAL	**128,510,344**	**7.0557**	**18,900**	**24,659,571**	**12,213,664**	**17,716,256**	**4,278,349**	**29,615,329**	**4,077,297**	**100**	**6.8616**	**98**
Iowa	19,511,756	1.0713	18,288	4,145,952	1,762,415	2,572,930	587,218	4,581,874	704,883	98	1.0456	95
Kansas	17,159,623	.9421	17,931	3,506,359	1,621,325	2,362,154	589,213	4,060,782	498,179	95	.9621	97
Minnesota	35,159,987	1.9304	20,921	6,233,195	3,296,937	5,027,848	1,293,943	7,518,861	1,103,209	110	1.7865	102
Missouri	36,427,985	2.0000	18,334	6,873,603	3,586,959	5,178,776	1,125,059	8,773,988	1,093,314	98	1.9700	96
Nebraska	10,693,370	.5871	17,649	2,105,295	1,078,200	1,404,096	417,776	2,373,020	348,138	94	.6012	96
North Dakota	4,669,914	.2564	19,434	837,427	423,305	640,806	123,243	1,138,900	149,525	103	.2343	94
South Dakota	4,887,709	.2684	18,663	957,740	444,523	529,646	141,897	1,167,904	180,049	97	.2619	95
SOUTH ATLANTIC	**328,761,764**	**18.0499**	**19,327**	**65,620,961**	**33,303,284**	**37,893,988**	**17,073,930**	**71,254,943**	**14,076,957**	**102**	**17.4816**	**99**
Delaware	6,060,409	.3327	23,907	1,101,065	546,870	860,249	317,169	1,240,106	237,228	123	.2938	109
District of Columbia	3,606,373	.1980	14,732	603,563	864,527	326,968	193,626	158,821	225,597	84	.2508	106
Florida	109,570,910	6.0158	20,446	21,180,699	11,553,056	12,530,333	5,706,809	25,134,086	4,905,995	113	5.4837	103
Georgia	46,910,489	2.5755	19,136	9,115,269	4,743,524	5,819,539	2,219,119	9,951,630	1,948,537	97	2.4916	94
Maryland	36,385,417	1.9977	20,248	7,004,319	3,515,550	4,323,855	1,956,132	7,920,047	1,413,999	103	2.0884	108
North Carolina	46,077,984	2.5298	17,862	9,345,315	4,584,845	4,788,865	2,545,790	9,943,912	2,009,410	95	2.4717	93
South Carolina	24,219,853	1.3297	18,795	5,260,477	2,378,824	2,583,664	1,202,547	4,908,057	1,007,465	95	1.2514	89
Virginia	45,782,963	2.5136	19,485	9,571,321	4,274,672	5,170,456	2,452,584	9,971,367	1,800,101	100	2.5765	103
West Virginia	10,147,366	.5571	14,777	2,438,933	841,416	1,490,059	380,154	2,026,917	528,625	79	.5737	82
EAST SOUTH CENTRAL	**97,306,693**	**5.3424**	**17,010**	**19,319,392**	**8,555,642**	**13,760,162**	**4,305,738**	**22,350,600**	**4,236,131**	**88**	**5.2871**	**87**
Alabama	26,132,246	1.4347	17,130	5,108,264	2,198,114	3,478,780	1,125,321	6,408,158	1,072,720	89	1.4153	88
Kentucky	24,097,976	1.3231	17,358	5,027,576	2,270,832	3,448,368	1,036,416	4,901,506	1,156,788	91	1.2868	88
Mississippi	13,692,446	.7517	14,916	3,090,897	1,056,031	2,088,592	518,723	2,994,535	630,934	74	.7861	77
Tennessee	33,384,025	1.8329	17,677	6,092,655	3,030,665	4,744,422	1,625,278	8,046,401	1,375,689	94	1.7989	92
WEST SOUTH CENTRAL	**190,942,239**	**10.4833**	**19,404**	**43,080,583**	**17,437,748**	**24,936,799**	**7,929,968**	**45,097,518**	**6,149,471**	**98**	**10.0518**	**94**
Arkansas	15,583,945	.8556	17,281	3,380,575	1,124,173	2,252,135	557,396	3,838,975	474,685	91	.8105	87
Louisiana	28,996,995	1.5920	19,271	7,422,896	2,567,235	4,032,646	1,160,649	5,815,331	1,369,526	95	1.4910	89
Oklahoma	20,200,258	1.1091	16,678	4,583,266	1,876,097	2,570,442	805,314	5,016,942	605,816	89	1.0786	87
Texas	126,161,041	6.9266	20,275	27,693,846	11,870,240	16,081,576	5,406,609	30,426,270	3,699,444	101	6.6717	97
MOUNTAIN	**96,491,074**	**5.2977**	**18,546**	**21,897,517**	**10,301,863**	**11,440,509**	**4,765,900**	**18,359,835**	**2,226,442**	**95**	**5.2111**	**94**
Arizona	26,893,039	1.4765	18,797	6,370,820	2,787,201	3,153,320	1,398,892	5,238,692	1,151,244	98	1.3978	93
Colorado	25,216,404	1.3844	19,207	5,400,945	2,930,401	3,168,689	1,317,249	4,663,772	614,976	104	1.3684	103
Idaho	6,191,970	.3399	16,853	1,487,719	587,925	627,788	282,285	1,259,747	218,274	84	.3548	88
Montana	5,472,882	.3005	17,810	1,331,343	612,675	547,509	231,162	1,000,427	188,963	95	.2911	92
Nevada	9,825,951	.5395	19,496	2,141,904	1,049,525	1,158,810	437,164	1,827,683	400,428	105	.5242	102
New Mexico	9,645,014	.5296	17,217	2,095,622	1,062,822	1,170,116	410,931	1,882,706	346,969	86	.5260	85
Utah	10,451,699	.5739	18,958	2,451,729	964,586	1,313,376	593,942	1,977,942	235,580	82	.5842	84
Wyoming	2,794,115	.1534	16,543	617,435	306,728	300,701	94,275	508,866	70,008	86	.1646	92
PACIFIC	**298,002,617**	**16.3615**	**20,750**	**60,382,962**	**38,173,074**	**32,584,632**	**17,277,022**	**52,536,839**	**14,669,048**	**102**	**16.6576**	**104**
Alaska	4,740,158	.2603	24,197	1,245,707	685,740	600,732	150,999	550,015	124,896	116	.2594	115
California	220,871,295	12.1266	20,563	43,854,436	28,043,773	23,276,783	13,607,131	39,890,413	11,222,119	99	12.6608	104
Hawaii	11,411,804	.6266	31,095	2,224,365	2,095,424	1,527,201	409,262	1,390,280	729,847	140	.5312	118
Oregon	23,262,179	1.2772	20,575	4,582,412	2,721,017	3,102,492	1,145,947	4,477,243	820,429	111	1.1470	100
Washington	37,717,181	2.0708	19,575	8,476,042	4,627,120	4,077,424	1,963,683	6,228,888	1,771,757	105	2.0592	104
TOTAL UNITED STATES	**1,821,385,936**	**100.0000**	**19,443**	**370,254,607**	**189,192,158**	**217,493,516**	**89,838,952**	**375,644,032**	**74,994,271**	**100**	**100.0000**	**100**

Suburban Population

Area	(Thous.)	Rank
Los Angeles–Long Beach	4,707.4	1
Washington	3,244.3	2
Philadelphia	3,219.7	3
Chicago	3,217.8	4
Detroit	3,190.1	5
Nassau–Suffolk	2,653.2	6
Atlanta	2,549.2	7
Boston–Lawrence–Salem–Lowell–Brockton	2,527.4	8
Riverside–San Bernardino	2,352.3	9
Anaheim–Santa Ana	1,927.2	10
St. Louis	1,880.4	11
Minneapolis–St. Paul	1,806.7	12
Baltimore	1,666.8	13
Houston	1,649.8	14
Pittsburgh	1,645.9	15
Oakland	1,603.8	16
Tampa–St. Petersburg–Clearwater	1,506.8	17
Newark	1,440.7	18
Dallas	1,396.8	19
Seattle	1,396.7	20
San Diego	1,333.3	21
Miami–Hialeah	1,332.3	22
Cleveland	1,324.4	23
Denver	1,184.9	24
New York	1,181.5	25
Bergen–Passaic	1,134.7	26
Cincinnati	1,102.0	27
Sacramento	1,041.5	28
Monmouth–Ocean	1,015.0	29
Orlando	965.1	30
Middlesex–Somerset–Hunterdon	959.0	31
Fort Lauderdale–Hollywood–Pompano Beach	943.1	32
Kansas City	912.9	33
San Francisco	904.7	34
Salt Lake City–Ogden	873.9	35
Portland, Ore.	833.5	36
Hartford–New Britain–Middletown–Bristol	814.9	37
Rochester, N.Y.	775.8	38
Milwaukee	757.5	39
West Palm Beach–Boca Raton–Delray Beach	737.5	40
New Orleans	725.9	41
Dayton–Springfield	705.6	42
Columbus, Ohio	681.1	43
San Jose	674.9	44
Albany–Schenectady–Troy	664.7	45
Charlotte–Gastonia–Rock Hill	657.9	46
Fort Worth–Arlington	653.7	47
Louisville	651.9	48
Richmond–Petersburg	648.1	49
Providence–Pawtucket–Woonsocket	645.7	50
Total Top 50	**72,420.0**	
Buffalo	637.6	51
Birmingham	617.3	52
Phoenix	606.6	53
Scranton–Wilkes-Barre	585.9	54
Greensboro–Winston-Salem–High Point	557.2	55
Greenville–Spartanburg	551.4	56
Las Vegas	532.7	57
Indianapolis	532.6	58
Wilmington, Del.	519.0	59
Harrisburg–Lebanon–Carlisle	501.3	60
Syracuse	498.8	61
Allentown–Bethlehem–Easton	493.8	62
Grand Rapids	482.0	63
Honolulu	479.8	64
Nashville	473.9	65
Worcester–Fitchburg–Leominster	469.3	66
New Haven–Waterbury–Meriden	459.5	67
Oxnard–Ventura	446.7	68
Charleston, S.C.	442.4	69
Bridgeport–Stamford–Norwalk–Danbury	432.7	70
Lake County, Ill.	428.5	71
Tacoma	422.6	72
Knoxville	419.8	73
Oklahoma City	413.3	74
Bakersfield	394.4	75
York	384.6	76
San Antonio	382.5	77
Akron	380.3	78
Lancaster	380.2	79
Gary–Hammond	370.0	80
Raleigh–Durham	368.6	81
Columbia, S.C.	363.2	82
Augusta	359.6	83
Memphis	354.9	84
Tulsa	344.5	85
Youngstown–Warren	343.7	86
Springfield, Mass.	336.9	87
Austin	333.3	88
Fresno	332.9	89
Daytona Beach	324.2	90
Lakeland–Winter Haven	320.1	91
Joliet	319.8	92
Orange County, N.Y.	318.1	93
Baton Rouge	312.2	94
Johnson City–Kingsport–Bristol	309.8	95
Norfolk–Virginia Beach–Newport News	298.9	96
Pensacola	294.3	97
Jersey City	288.9	98
Flint	288.3	99
Atlantic City	287.9	100
Total Top 100	**93,216.8**	
Jacksonville, Fla.	286.7	101
Mobile	285.8	102
Chattanooga	284.3	103
Portsmouth–Dover–Rochester	283.1	104
New Bedford–Fall River–Attleboro	278.0	105
Tucson	270.7	106
Reading	263.0	107
Lansing–East Lansing	258.3	108
Canton	256.2	109
Toledo	255.6	110
Little Rock–North Little Rock	253.5	111
Saginaw–Bay City–Midland	252.2	112
Melbourne–Titusville–Palm Bay	249.7	113
Santa Rosa–Petaluma	243.4	114
Trenton	240.8	115
Poughkeepsie	235.7	116
Sarasota	235.0	117
Huntington–Ashland	233.3	118
Omaha	232.3	119
Fort Myers–Cape Coral	229.0	120
Fort Pierce	228.0	121
Stockton	227.4	122
McAllen–Edinburg–Mission	220.0	123
Vallejo–Fairfield–Napa	215.6	124
Binghamton	211.3	125
Johnstown	210.5	126
Jackson, Miss.	205.3	127
Des Moines	204.0	128
Utica–Rome	203.3	129
Fayetteville, N.C.	201.5	130
Vancouver	201.5	130
Brazoria	194.3	132
Fort Wayne	194.2	133
Charleston, W.Va.	193.1	134
Peoria	193.1	134
New London–Norwich	190.9	136
Santa Barbara–Santa Maria–Lompoc	189.8	137
Hamilton–Middletown	187.9	138
Aurora–Elgin	187.3	139
Beaumont–Port Arthur	186.8	140
Spokane	186.2	141
Santa Cruz	184.4	142
Beaver County, Pa.	184.2	143
Visalia–Tulare–Porterville	182.4	144
Portland, Me.	181.9	145
Salinas–Seaside–Monterey	181.8	146
Hickory–Morganton	181.7	147
Madison	179.4	148
Ann Arbor	176.2	149
Salem, Ore.	175.6	150
Total Top 150	**104,203.0**	
Bradenton	174.9	151
Appleton–Oshkosh–Neenah	174.4	152
Modesto	174.2	153
Davenport–Rock Island–Moline	169.2	154
Erie	166.8	155
Manchester–Nashua	162.3	156
Ocala	161.8	157
Bremerton	159.4	158
Niagara Falls	158.9	159
Wichita	153.9	160
Killeen–Temple	150.2	161
Benton Harbor	149.4	162
Chico	148.2	163
St. Cloud	146.3	164
Rockford	145.5	165
Kalamazoo	144.8	166
Lorain–Elyria	143.8	167
Naples	143.0	168
Houma–Thibodaux	138.2	169
Yakima	136.0	170
Macon–Warner Robins	133.7	171
Olympia	133.0	172
Roanoke	129.6	173
Merced	127.9	174
Evansville	127.7	175
Eugene–Springfield	127.5	176
Fort Walton Beach	127.5	176
Lexington–Fayette	126.3	178
Reno	126.2	179
Duluth	125.6	180
Jacksonville, N.C.	122.8	181
Wheeling	122.6	182
Gainesville	122.0	183
Colorado Springs	121.1	184
Anderson, S.C.	121.0	185
Muskegon	120.5	186
Galveston–Texas City	118.8	187
Brownsville–Harlingen	115.4	188
Asheville	115.1	189
Bangor	115.0	190
Lafayette, La.	114.9	191
Jackson, Mich.	114.1	192
Athens	113.5	193
Provo–Orem	112.5	194
Tallahassee	112.0	195
Biloxi–Gulfport	111.5	196
Lima	109.9	197
Montgomery	108.4	198
Savannah	107.8	199
Fort Smith	106.2	200
Total Top 200	**110,894.3**	
Glens Falls	105.4	201
Springfield, Mo.	104.2	202
Medford	102.8	203
Sharon	102.6	204
Albuquerque	100.4	205
Burlington, Vt.	100.3	206
Yuba City	100.0	207
Parkersburg–Marietta	99.9	208
South Bend–Mishawaka	99.9	208
Green Bay	99.5	210
Lake Charles	98.7	211
Steubenville–Weirton	97.0	212
Panama City	96.1	213
Joplin	95.0	214
Florence, Ala.	94.8	215
Charlottesville	93.2	216
Corpus Christi	92.8	217
Jamestown–Dunkirk	92.5	218
Boulder–Longmont	92.4	219
Racine	91.4	220
Elkhart–Goshen	90.6	221
Anniston	89.9	222
Pittsfield	89.8	223
Pascagoula	89.5	224
Williamsport	87.8	225
Monroe	87.7	226
Hagerstown	86.8	227
Waco	86.5	228
State College	86.4	229
Redding	85.7	230
Florence, S.C.	85.6	231
Springfield, Ill.	85.0	232
Shreveport	83.7	233
Battle Creek	83.1	234
Alexandria, La.	82.6	235
Huntsville	82.2	236
Boise	82.0	237
Eau Claire	81.8	238
El Paso	79.6	239
Wausau	79.4	240
Dothan	78.5	241
Altoona	78.4	242
Bellingham	78.4	242
Cumberland	78.0	244
Tyler	77.7	245
Las Cruces	77.3	246
Lynchburg	76.6	247
Mansfield	75.5	248
Tuscaloosa	74.2	249
Terre Haute	73.0	250
Total Top 250	**115,326.5**	
Greeley	72.2	251
Anderson, Ind.	71.2	252
Burlington, N.C.	69.8	253
Longview–Marshall	69.0	254
Kankakee	68.6	255
Wilmington, N.C.	66.3	256
Texarkana	66.2	257
Columbus, Ga.	65.0	258
Clarksville–Hopkinsville	64.7	259
Fort Collins–Loveland	64.4	260
Santa Fe	63.0	261
Elmira	61.7	262
Lafayette–West Lafayette	61.7	262
Cedar Rapids	60.6	264
Gadsden	57.3	265
Champaign–Urbana–Rantoul	56.3	266
Richland–Kennewick–Pasco	56.0	267
Sheboygan	54.8	268
Danville, Va.	54.5	269
Yuma	54.5	269
Decatur, Ala.	52.7	271
Janesville–Beloit	51.8	272
Kokomo	51.7	273
Bloomington, Ind.	49.1	274
Kenosha	48.7	275
Muncie	48.4	276
Fargo–Moorhead	47.7	277
La-Crosse	47.5	278
Waterloo–Cedar Falls	45.5	279
Columbia, Mo.	44.1	280
Fayetteville–Springdale	42.6	281
Sherman–Denison	42.2	282
Lewiston–Auburn	41.9	283
Topeka	41.7	284
Vineland–Millville–Bridgeton	38.6	285
Bloomington–Normal	38.0	286
Iowa City	37.2	287
Lubbock	37.1	288
Rochester, Minn.	36.7	289
Sioux City	34.7	290
Albany, Ga.	34.6	291
Bismarck	34.2	292
Amarillo	33.7	293
Owensboro	33.7	293
Decatur, Ill.	32.8	295
Billings	32.0	296
Lawton	31.0	297
Jackson, Tenn.	29.3	298
Odessa	28.8	299
Dubuque	28.7	300
Pine Bluff	28.5	301
Rapid City	27.8	302
Wichita Falls	26.1	303
Pueblo	24.6	304
Cheyenne	23.5	305
Sioux Falls	23.5	305
Great Falls	22.6	307
Lincoln	22.0	308
Grand Forks	21.6	309
Victoria	19.3	310
Midland, Tex.	17.4	311
Lawrence, Kans.	16.7	312
Bryan–College Station	14.7	313
San Angelo	14.3	314
Casper	14.2	315
Abilene	13.1	316
St. Joseph	11.2	317
Enid	11.0	318
Laredo	10.8	319
Anchorage	.0	320
Total Above Areas	**118,143.9**	
Percent of U.S.	**100.0000**	
U.S. Total	**118,143.9**	

Total Population

Area	(Thous.)	Rank
Los Angeles–Long Beach	9,087.0	1
New York	8,627.2	2
Chicago	6,109.5	3
Philadelphia	4,924.1	4
Detroit	4,402.0	5
Washington	4,055.2	6
Boston–Lawrence–Salem–Lowell–Brockton	3,785.8	7
Houston	3,370.6	8
Atlanta	3,003.8	9
Riverside–San Bernardino	2,823.7	10
Dallas	2,665.1	11
Nassau–Suffolk	2,653.2	12
San Diego	2,604.4	13
Minneapolis–St. Paul	2,547.1	14
Anaheim–Santa Ana	2,510.6	15
St. Louis	2,475.7	16
Baltimore	2,430.9	17
Phoenix	2,224.8	18
Oakland	2,149.1	19
Tampa–St. Petersburg–Clearwater	2,142.5	20
Pittsburgh	2,037.9	21
Seattle	2,032.6	22
Miami–Hialeah	1,988.4	23
Cleveland	1,825.8	24
Newark	1,823.6	25
Denver	1,652.8	26
San Francisco	1,631.2	27
Kansas City	1,607.2	28
Sacramento	1,569.8	29
San Jose	1,532.8	30
Cincinnati	1,466.0	31
Norfolk–Virginia Beach–Newport News	1,447.2	32
Milwaukee	1,445.6	33
Columbus, Ohio	1,407.2	34
Fort Worth–Arlington	1,396.8	35
San Antonio	1,355.4	36
Fort Lauderdale–Hollywood–Pompano Beach	1,298.2	37
Portland, Ore.	1,276.5	38
Bergen–Passaic	1,275.7	39
Indianapolis	1,272.8	40
New Orleans	1,244.0	41
Charlotte–Gastonia–Rock Hill	1,200.4	42
Orlando	1,139.5	43
Hartford–New Britain–Middletown–Bristol	1,136.9	44
Salt Lake City–Ogden	1,103.5	45
Middlesex–Somerset–Hunterdon	1,044.2	46
Nashville	1,016.4	47
Monmouth–Ocean	1,015.0	48
Rochester, N.Y	1,008.0	49
Memphis	1,003.3	50
Total Top 50	**116,847.0**	
Oklahoma City	968.0	51
Buffalo	964.4	52
Greensboro–Winston-Salem–High Point	961.1	53
Dayton–Springfield	959.9	54
Louisville	956.6	55
Jacksonville, Fla.	943.5	56
West Palm Beach–Boca Raton–Delray Beach	926.8	57
Providence–Pawtucket–Woonsocket	924.7	58
Birmingham	917.1	59
Richmond–Petersburg	886.6	60
Albany–Schenectady–Troy	886.2	61
Honolulu	852.1	62
Bridgeport–Stamford–Norwalk–Danbury	825.3	63
Austin	819.4	64
Las Vegas	817.4	65
New Haven–Waterbury–Meriden	812.0	66
Raleigh–Durham	768.5	67
Scranton–Wilkes-Barre	739.5	68
Worcester–Fitchburg–Leominster	723.0	69
Tulsa	715.5	70
Fresno	709.4	71
Grand Rapids	707.6	72
Allentown–Bethlehem–Easton	701.0	73
Tucson	690.5	74
Oxnard–Ventura	688.3	75
Syracuse	662.7	76
Akron	661.2	77
Greenville–Spartanburg	655.3	78
Omaha	625.9	79
Toledo	619.0	80
El Paso	617.2	81
Knoxville	614.7	82
Springfield, Mass.	607.6	83
Tacoma	604.9	84
Gary–Hammond	603.0	85
Harrisburg–Lebanon–Carlisle	598.0	86
Wilmington, Del.	592.2	87
Bakersfield	581.5	88
Jersey City	548.9	89
Lake County, Ill.	537.1	90
Baton Rouge	533.0	91
Charleston, S.C.	524.3	92
Little Rock–North Little Rock	521.2	93
New Bedford–Fall River–Attleboro	511.4	94
Albuquerque	503.5	95
Stockton	501.7	96
Youngstown–Warren	489.2	97
Mobile	483.7	98
Vallejo–Fairfield–Napa	479.5	99
Wichita	464.4	100
Total Top 100	**161,852.5**	
Columbia, S.C.	462.3	101
Chattanooga	438.1	102
Johnson City–Kingsport–Bristol	438.0	103
Lancaster	437.6	104
Lansing–East Lansing	437.4	105
Flint	428.4	106
York	427.7	107
Melbourne–Titusville–Palm Bay	419.8	108
Lakeland–Winter Haven	418.4	109
Colorado Springs	414.9	110
Santa Rosa–Petaluma	407.7	111
McAllen–Edinburg–Mission	405.5	112
Augusta	404.1	113
Des Moines	401.3	114
Jackson, Miss.	401.3	114
Saginaw–Bay City–Midland	398.8	116
Joliet	398.4	117
Canton	395.1	118
Modesto	394.6	119
Daytona Beach	389.2	120
Santa Barbara–Santa Maria–Lompoc	378.8	121
Madison	374.6	122
Aurora–Elgin	371.4	123
Fort Wayne	369.8	124
Salinas–Seaside–Monterey	367.4	125
Spokane	365.4	126
Portsmouth–Dover–Rochester	363.2	127
Beaumont–Port Arthur	357.7	128
Fort Myers–Cape Coral	357.0	129
Lexington-Fayette	355.6	130
Pensacola	353.8	131
Corpus Christi	353.0	132
Manchester–Nashua	347.7	133
Davenport–Rock Island–Moline	346.5	134
Reading	342.8	135
Peoria	338.3	136
Shreveport	336.4	137
Trenton	330.8	138
Visalia–Tulare–Porterville	328.1	139
Atlantic City	326.7	140
Appleton–Oshkosh–Neenah	321.0	141
Orange County, N.Y.	318.1	142
Utica–Rome	316.1	143
Huntington–Ashland	311.0	144
Montgomery	298.9	145
Hamilton–Middletown	297.5	146
Sarasota	287.8	147
Ann Arbor	287.5	148
Eugene–Springfield	287.1	149
Macon–Warner Robins	286.8	150
Total Top 150	**170,247.9**	
Salem, Ore.	286.4	151
Rockford	285.6	152
Evansville	280.2	153
Fayetteville, N.C.	278.1	154
Erie	275.4	155
Lorain–Elyria	272.5	156
Provo–Orem	271.7	157
Fort Pierce	267.3	158
Brownsville–Harlingen	267.2	159
Reno	266.1	160
Poughkeepsie	265.1	161
Binghamton	264.1	162
Killeen–Temple	262.6	163
New London–Norwich	257.6	164
Vancouver	250.2	165
Charleston, W.Va.	249.9	166
South Bend–Mishawaka	249.5	167
Huntsville	248.2	168
Springfield, Mo.	248.2	168
Savannah	247.5	170
Portland, Me.	247.4	171
Columbus, Ga.	246.7	172
Tallahassee	241.8	173
Johnstown	238.2	174
Duluth	237.1	175
Santa Cruz	234.5	176
Anchorage	232.4	177
Boulder–Longmont	230.0	178
Lubbock	226.5	179
Kalamazoo	226.1	180
Hickory–Morganton	226.0	181
Roanoke	225.0	182
Niagara Falls	220.7	183
Bradenton	220.5	184
Galveston–Texas City	219.8	185
Lincoln	217.6	186
Boise	210.9	187
Lafayette, La.	209.9	188
Gainesville	208.9	189
Ocala	206.4	190
Bremerton	199.4	191
Biloxi–Gulfport	198.5	192
Green Bay	197.4	193
Fort Collins–Loveland	196.4	194
St. Cloud	196.0	195
Brazoria	194.3	196
Yakima	191.7	197
Springfield, Ill.	191.4	198
Waco	191.2	199
Chico	190.1	200
Total Top 200	**182,014.1**	
Amarillo	189.6	201
Merced	186.7	202
Beaver County, Pa.	184.2	203
Houma–Thibodaux	182.8	204
Fort Smith	180.1	205
Asheville	177.7	206
Racine	176.4	207
Champaign–Urbana–Rantoul	173.6	208
Clarksville–Hopkinsville	172.4	209
Cedar Rapids	170.5	210
Lake Charles	170.1	211
Olympia	168.3	212
Naples	164.1	213
Longview–Marshall	163.6	214
Topeka	163.3	215
Benton Harbor	162.3	216
Muskegon	161.4	217
Athens	159.8	218
Elkhart–Goshen	159.4	219
Wheeling	157.1	220
Redding	156.4	221
Fargo–Moorhead	156.0	222
Lima	155.8	223
Tyler	154.8	224
Jacksonville, N.C.	153.5	225
Tuscaloosa	153.4	226
Richland–Kennewick–Pasco	152.2	227
Jackson, Mich.	152.1	228
Medford	151.4	229
Fort Walton Beach	149.8	230
Bangor	148.6	231
Parkersburg–Marietta	148.6	231
Anderson, S.C.	147.7	233
Waterloo–Cedar Falls	145.2	234
Monroe	142.8	235
Las Cruces	142.6	236
Lynchburg	142.3	237
Jamestown–Dunkirk	140.8	238
Steubenville–Weirton	140.8	238
Burlington, Vt.	140.4	240
Eau Claire	139.8	241
Janesville–Beloit	139.6	242
Laredo	139.2	243
Vineland–Millville–Bridgeton	139.1	244
Pittsfield	138.0	245
Battle Creek	137.1	246
Joplin	136.4	247
Charlottesville	133.8	248
Greeley	133.6	249
Dothan	133.0	250
Total Top 250	**189,782.3**	
Bellingham	132.5	251
Lafayette–West Lafayette	132.3	252
Alexandria, La.	132.0	253
Panama City	131.8	254
Bloomington–Normal	131.7	255
Florence, Ala.	131.3	256
Anderson, Ind.	130.6	257
Kenosha	130.6	257
Altoona	130.2	259
Terre Haute	130.0	260
Yuba City	129.1	261
Sioux Falls	126.7	262
Mansfield	126.1	263
State College	126.0	264
Bryan–College Station	124.5	265
Pueblo	124.1	266
Wilmington, N.C.	123.0	267
Hagerstown	122.7	268
Wichita Falls	122.3	269
Santa Fe	120.9	270
Texarkana	120.8	271
Glens Falls	120.7	272
Abilene	120.1	273
Williamsport	120.0	274
Sharon	119.9	275
Muncie	119.0	276
Odessa	117.2	277
Wausau	116.9	278
Anniston	116.7	279
Fayetteville–Springdale	116.6	280
Florence, S.C.	115.8	281
Sioux City	115.7	282
Pascagoula	115.5	283
Decatur, Ill.	115.4	284
Columbia, Mo.	114.3	285
Billings	112.8	286
Yuma	112.1	287
Lawton	111.9	288
Albany, Ga.	111.7	289
Bloomington, Ind.	110.7	290
Burlington, N.C.	109.9	291
Rochester, Minn.	109.5	292
Midland, Tex.	108.1	293
Danville, Va.	107.6	294
Lewiston–Auburn	107.0	295
Sheboygan	105.0	296
Decatur, Ala.	102.8	297
Cumberland	101.5	298
San Angelo	100.6	299
Gadsden	99.8	300
La Crosse	99.2	301
Iowa City	98.1	302
Kankakee	96.2	303
Kokomo	96.1	304
Elmira	95.6	305
Sherman–Denison	95.6	305
Owensboro	87.4	307
Dubuque	86.0	308
Pine Bluff	85.9	309
Lawrence, Kans.	84.5	310
Rapid City	84.2	311
Bismarck	84.0	312
St. Joseph	82.7	313
Jackson, Tenn.	78.6	314
Great Falls	77.9	315
Victoria	74.4	316
Cheyenne	74.1	317
Grand Forks	71.7	318
Casper	60.1	319
Enid	54.8	320
Total Above Areas	**197,383.4**	
Percent of U.S.	**77.8236**	
U.S. Total	**253,629.1**	

Black Population

Area	(Thous.)	Rank
New York	2,538.8	1
Chicago	1,351.0	2
Washington	1,090.1	3
Los Angeles–Long Beach	1,050.6	4
Philadelphia	963.7	5
Detroit	963.3	6
Atlanta	794.4	7
Houston	633.4	8
Baltimore	631.3	9
New Orleans	440.2	10
Newark	436.5	11
Dallas	435.2	12
St. Louis	428.8	13
Miami–Hialeah	426.1	14
Norfolk–Virginia Beach–Newport News	417.8	15
Memphis	409.1	16
Cleveland	360.1	17
Oakland	318.9	18
Boston–Lawrence–Salem–Lowell–Brockton	266.6	19
Richmond–Petersburg	260.1	20
Birmingham	248.6	21
Charlotte–Gastonia–Rock Hill	240.1	22
Riverside–San Bernardino	211.9	23
Fort Lauderdale–Hollywood–Pompano Beach	211.6	24
Milwaukee	208.5	25
Nassau–Suffolk	208.0	26
Kansas City	207.0	27
Cincinnati	194.6	28
Tampa–St. Petersburg–Clearwater	192.7	29
Raleigh–Durham	190.9	30
Jacksonville, Fla.	187.3	31
Greensboro–Winston-Salem–High Point	187.2	32
San Diego	177.1	33
Indianapolis	177.0	34
Columbus, Ohio	171.3	35
Jackson, Miss.	171.0	36
Pittsburgh	169.7	37
Baton Rouge	160.2	38
Charleston, S.C.	158.4	39
Nashville	156.0	40
Fort Worth–Arlington	153.4	41
Orlando	142.9	42
Columbia, S.C.	142.5	43
Mobile	131.7	44
Dayton–Springfield	129.2	45
Louisville	126.3	46
Augusta	126.1	47
San Francisco	123.8	48
Shreveport	119.1	49
Gary–Hammond	117.8	50
Total Top 50	**19,357.9**	
Bergen–Passaic	117.1	51
West Palm Beach–Boca Raton–Delray Beach	115.5	52
Greenville–Spartanburg	114.4	53
Sacramento	114.3	54
Buffalo	113.0	55
Montgomery	108.4	56
Oklahoma City	105.7	57
Hartford–New Britain–Middletown–Bristol	104.4	58
Little Rock–North Little Rock	104.2	59
Denver	102.5	60
Macon–Warner Robins	100.1	61
Minneapolis–St. Paul	99.6	62
Rochester, N.Y.	99.0	63
Columbus, Ga.	94.7	64
San Antonio	94.6	65
Fayetteville, N.C.	90.6	66
Wilmington, Del.	89.5	67
Savannah	87.8	68
New Haven–Waterbury–Meriden	86.8	69
Seattle	86.5	70
Jersey City	86.2	71
Flint	86.0	72
Bridgeport–Stamford–Norwalk–Danbury	85.8	73
Beaumont–Port Arthur	85.4	74
Phoenix	82.3	75
Las Vegas	78.7	76
Austin	78.6	77
Middlesex–Somerset–Hunterdon	78.2	78
Tallahassee	72.4	79
Toledo	72.0	80
Akron	66.7	81
Trenton	64.1	82
Monmouth–Ocean	62.1	83
San Jose	60.5	84
Tulsa	59.8	85
Chattanooga	58.7	86
Pensacola	57.6	87
Youngstown–Warren	55.6	88
Lakeland–Winter Haven	55.4	89
Omaha	53.4	90
Killeen–Temple	53.2	91
Lafayette, La.	52.5	92
Vallejo–Fairfield–Napa	52.5	92
Albany, Ga.	52.2	94
Huntsville	50.3	95
Anaheim–Santa Ana	48.7	96
Atlantic City	46.6	97
Tacoma	45.5	98
Florence, S.C.	45.2	99
Monroe	44.9	100
Total Top 100	**23,277.7**	
Grand Rapids	44.6	101
Albany–Schenectady–Troy	44.3	102
Providence–Pawtucket–Woonsocket	42.1	103
Springfield, Mass.	41.6	104
Harrisburg–Lebanon–Carlisle	41.5	105
Syracuse	41.2	106
Portland, Ore.	41.0	107
Joliet	40.4	108
Gainesville	40.1	109
Saginaw–Bay City–Midland	40.0	110
Tuscaloosa	40.0	110
Lake Charles	39.4	112
Galveston–Texas City	38.5	113
Wichita	38.0	114
Lexington-Fayette	37.9	115
Fresno	37.8	116
Pine Bluff	37.6	117
Alexandria, La.	37.3	118
Lake County, Ill.	37.2	119
Knoxville	37.0	120
Longview–Marshall	36.3	121
Clarksville–Hopkinsville	35.7	122
Biloxi–Gulfport	35.3	123
Bakersfield	35.1	124
Danville, Va.	34.5	125
Daytona Beach	34.0	126
Lansing–East Lansing	33.5	127
Ann Arbor	32.8	128
Melbourne–Titusville–Palm Bay	32.6	129
Tyler	32.3	130
Fort Wayne	31.8	131
Fort Pierce	31.4	132
Colorado Springs	31.3	133
Jacksonville, N.C.	31.2	134
Lynchburg	30.4	135
Waco	30.1	136
Athens	29.8	137
Stockton	29.1	138
Dothan	28.6	139
Honolulu	28.5	140
Roanoke	27.9	141
Houma–Thibodaux	27.2	142
Texarkana	26.5	143
Peoria	26.1	144
Canton	25.7	145
Benton Harbor	25.5	146
Vineland–Millville–Bridgeton	25.3	147
Ocala	25.1	148
South Bend–Mishawaka	25.0	149
Salinas–Seaside–Monterey	24.8	150
Total Top 150	**24,978.6**	
Jackson, Tenn.	24.6	151
Anderson, S.C.	24.5	152
Orange County, N.Y.	24.4	153
Wilmington, N.C.	24.4	153
Pascagoula	24.0	155
Rockford	24.0	155
El Paso	23.8	157
Poughkeepsie	23.3	158
Tucson	23.3	158
Fort Myers–Cape Coral	23.1	160
Muskegon	22.5	161
Anniston	22.0	162
Lorain–Elyria	22.0	162
Aurora–Elgin	21.3	164
Burlington, N.C.	21.2	165
Kalamazoo	21.0	166
Lawton	20.8	167
Davenport–Rock Island–Moline	19.7	168
Charlottesville	19.2	169
Lubbock	18.1	170
Worcester–Fitchburg–Leominster	18.0	171
Racine	17.9	172
Hickory–Morganton	17.8	173
Oxnard–Ventura	17.1	174
Champaign–Urbana–Rantoul	17.0	175
Bradenton	16.8	176
Brazoria	16.7	177
Evansville	16.3	178
Florence, Ala.	16.3	178
Allentown–Bethlehem–Easton	15.7	180
Anchorage	15.7	180
Des Moines	15.4	182
Utica–Rome	15.3	183
Albuquerque	15.1	184
Springfield, Ill.	15.1	184
Battle Creek	14.9	186
Erie	14.9	186
Asheville	14.5	188
Kankakee	14.5	188
Decatur, Ill.	14.3	190
Bryan–College Station	14.2	191
Charleston, W.Va.	14.1	192
Corpus Christi	14.1	192
Panama City	14.0	194
Topeka	14.0	194
Gadsden	13.9	196
Fort Walton Beach	13.7	197
Hamilton–Middletown	13.4	198
New London–Norwich	13.2	199
York	13.1	200
Total Top 200	**25,882.8**	
Lima	12.8	201
Jackson, Mich.	12.5	202
Niagara Falls	12.4	203
Sarasota	12.2	204
Lancaster	12.0	205
Madison	11.6	206
Santa Barbara–Santa Maria–Lompoc	11.5	207
Wichita Falls	11.5	207
Salt Lake City–Ogden	11.4	209
Reading	11.3	210
Beaver County, Pa.	10.4	211
Decatur, Ala.	10.4	211
Amarillo	10.2	213
Mansfield	10.2	213
Anderson, Ind.	10.1	215
New Bedford–Fall River–Attleboro	9.5	216
Merced	9.2	217
Johnson City–Kingsport–Bristol	9.0	218
Columbia, Mo.	8.8	219
Waterloo–Cedar Falls	8.7	220
Midland, Tex.	8.4	221
Scranton–Wilkes-Barre	8.3	222
Abilene	7.9	223
Hagerstown	7.8	224
Modesto	7.6	225
Naples	7.6	225
Elkhart–Goshen	7.4	227
Muncie	7.2	228
Fort Smith	7.1	229
Janesville–Beloit	7.0	230
Huntington–Ashland	6.7	231
Sherman–Denison	6.6	232
Reno	6.2	233
Santa Rosa–Petaluma	6.2	233
Sharon	6.0	235
Terre Haute	6.0	235
Kenosha	5.9	237
Bloomington–Normal	5.8	238
Bremerton	5.8	238
Odessa	5.8	238
Elmira	5.7	241
Visalia–Tulare–Porterville	5.6	242
Steubenville–Weirton	5.5	243
Spokane	5.3	244
Binghamton	5.0	245
Lincoln	5.0	245
Victoria	5.0	245
Kokomo	4.5	248
San Angelo	4.4	249
Springfield, Mo.	4.0	250
Total Top 250	**26,285.8**	
Johnstown	3.9	251
Yuba City	3.9	251
Owensboro	3.7	253
Cedar Rapids	3.5	254
Manchester–Nashua	3.5	254
Yuma	3.5	254
Lawrence, Kans	3.4	257
Vancouver	3.4	257
Olympia	3.3	259
Portsmouth–Dover–Rochester	3.2	260
Santa Cruz	3.1	261
State College	3.1	261
Wheeling	3.1	261
Williamsport	3.1	261
Bloomington, Ind.	2.9	265
Lafayette–West Lafayette	2.8	266
Glens Falls	2.7	267
St. Joseph	2.7	267
Salem, Ore.	2.7	267
Chico	2.6	270
Jamestown–Dunkirk	2.6	270
Pittsfield	2.6	270
Richland–Kennewick–Pasco	2.6	270
Yakima	2.6	270
Cheyenne	2.4	275
Pueblo	2.4	275
Cumberland	2.3	277
Las Cruces	2.3	277
Eugene–Springfield	2.2	279
Iowa City	2.2	279
Sioux City	2.1	281
Boulder–Longmont	2.0	282
Enid	2.0	282
Fayetteville–Springdale	1.7	284
Portland, Me.	1.7	284
Parkersburg–Marietta	1.6	286
Grand Forks	1.5	287
Joplin	1.4	288
Rapid City	1.4	288
Duluth	1.3	290
Fort Collins–Loveland	1.3	290
Redding	1.2	292
Altoona	1.1	293
Great Falls	1.1	293
Green Bay	1.1	293
McAllen–Edinburg–Mission	1.1	293
Appleton–Oshkosh–Neenah	1.0	297
Boise	1.0	297
Brownsville–Harlingen	1.0	297
Burlington, Vt.	.9	300
Rochester, Minn.	.9	300
Sioux Falls	.9	300
St. Cloud	.8	303
Santa Fe	.8	303
Bellingham	.7	305
Bangor	.6	306
Billings	.6	306
Greeley	.6	306
Casper	.5	309
Fargo–Moorhead	.5	309
La Crosse	.5	309
Lewiston–Auburn	.5	309
Sheboygan	.5	309
Dubuque	.4	314
Medford	.4	314
Provo–Orem	.4	314
Eau Claire	.3	317
Laredo	.2	318
Bismarck	.1	319
Wausau	.1	319
Total Above Areas	**26,411.9**	
Percent of U.S.	**84.2619**	
U.S. Total	**31,345.8**	

Hispanic Population

Area	(Thous.)	Rank
Los Angeles–Long Beach	3,544.8	1
New York	1,930.5	2
Miami–Hialeah	1,004.2	3
Riverside–San Bernardino	772.8	4
Chicago	762.2	5
Houston	747.8	6
San Antonio	640.8	7
Anaheim–Santa Ana	616.1	8
San Diego	548.4	9
El Paso	429.8	10
Dallas	401.6	11
Phoenix	367.6	12
McAllen–Edinburg–Mission	342.3	13
San Jose	327.9	14
Oakland	287.4	15
Fresno	255.8	16
Washington	245.8	17
San Francisco	243.0	18
Brownsville–Harlingen	217.1	19
Denver	216.3	20
Boston–Lawrence–Salem–Lowell–Brockton	198.9	21
Newark	194.8	22
Jersey City	185.7	23
Sacramento	185.1	24
Oxnard–Ventura	185.0	25
Albuquerque	183.8	26
Corpus Christi	182.3	27
Philadelphia	182.1	28
Nassau–Suffolk	175.9	29
Tucson	170.2	30
Austin	168.8	31
Bakersfield	166.1	32
Fort Worth–Arlington	163.9	33
Bergen–Passaic	154.8	34
Tampa–St. Petersburg–Clearwater	148.4	35
Visalia–Tulare–Porterville	130.1	36
Laredo	128.9	37
Salinas–Seaside–Monterey	126.0	38
Fort Lauderdale–Hollywood–Pompano Beach	119.9	39
Stockton	119.8	40
Orlando	111.1	41
Santa Barbara–Santa Maria–Lompoc	104.1	42
Las Vegas	94.9	43
Modesto	89.4	44
Detroit	86.1	45
Hartford–New Britain–Middletown–Bristol	81.1	46
Las Cruces	80.1	47
Middlesex–Somerset–Hunterdon	76.6	48
West Palm Beach–Boca Raton–Delray Beach	74.7	49
Bridgeport–Stamford–Norwalk–Danbury	73.5	50
Total Top 50	**18,044.3**	
Vallejo–Fairfield–Napa	67.1	51
Salt Lake City–Ogden	64.2	52
Atlanta	63.5	53
Merced	62.4	54
Seattle	58.4	55
New Haven–Waterbury–Meriden	54.3	56
Honolulu	53.3	57
Milwaukee	53.3	57
Springfield, Mass.	53.3	57
New Orleans	53.0	60
Lubbock	52.3	61
Santa Fe	50.8	62
Santa Cruz	49.2	63
Aurora–Elgin	48.9	64
Gary–Hammond	48.2	65
Yakima	47.9	66
Portland, Ore.	47.8	67
Providence–Pawtucket–Woonsocket	47.7	68
Kansas City	46.9	69
Yuma	45.5	70
Santa Rosa–Petaluma	45.1	71
Pueblo	44.3	72
Lake County, Ill.	41.9	73
Minneapolis–St. Paul	40.0	74
Monmouth–Ocean	38.8	75
Odessa	38.1	76
Oklahoma City	36.0	77
Worcester–Fitchburg–Leominster	36.0	77
Colorado Springs	35.8	79
Brazoria	35.1	80
Cleveland	34.6	81
Norfolk–Virginia Beach–Newport News	34.5	82
Rochester, N.Y.	32.7	83
Killeen–Temple	32.3	84
Galveston–Texas City	31.6	85
Baltimore	31.4	86
Allentown–Bethlehem–Easton	31.1	87
Greeley	28.2	88
Amarillo	26.6	89
St. Louis	26.4	90
San Angelo	26.4	90
Reno	25.5	92
Victoria	25.4	93
Waco	24.7	94
Grand Rapid.	24.1	95
Jacksonville, Fla.	24.0	96
Midland, Tex.	23.9	97
Orange County, N.Y.	23.3	98
Buffalo	23.2	99
Naples	22.8	100
Total Top 100	**20,056.1**	
Salem, Ore.	22.7	101
Joliet	21.7	102
Tacoma	21.7	102
Richland–Kennewick–Pasco	21.5	104
Trenton	21.1	105
Toledo	20.8	106
Atlantic City	19.4	107
Wichita	19.1	108
Vineland–Millville–Bridgeton	19.0	109
Yuba City	18.8	110
Reading	18.5	111
Abilene	17.8	112
Saginaw–Bay City–Midland	17.7	113
Bryan–College Station	17.6	114
Lakeland–Winter Haven	17.6	114
Lansing–East Lansing	17.4	116
Daytona Beach	17.0	117
Albany–Schenectady–Troy	16.9	118
Fort Myers–Cape Coral	16.9	118
Omaha	16.9	118
Lancaster	16.8	121
Boulder–Longmont	15.8	122
Lorain–Elyria	15.5	123
Beaumont–Port Arthur	15.3	124
Tulsa	15.1	125
Chico	14.7	126
Wilmington, Del.	14.7	126
New Bedford–Fall River–Attleboro	13.9	128
Fayetteville, N.C.	13.7	129
Melbourne–Titusville–Palm Bay	13.5	130
Davenport–Rock Island–Moline	13.2	131
Fort Collins–Loveland	12.9	132
Fort Pierce	12.0	133
Columbus, Ohio	11.8	134
Pittsburgh	11.6	135
Indianapolis	11.4	136
Charlotte–Gastonia–Rock Hill	11.2	137
Harrisburg–Lebanon–Carlisle	10.8	138
Wichita Falls	10.8	138
Bradenton	10.5	140
Poughkeepsie	10.4	141
Rockford	10.3	142
Anchorage	9.8	143
Raleigh–Durham	9.8	143
Tyler	9.8	143
Richmond–Petersburg	9.6	146
Syracuse	9.3	147
Racine	9.2	148
New London–Norwich	9.0	149
Provo–Orem	9.0	149
Total Top 150	**20,797.6**	
Flint	8.9	151
Jacksonville, N.C.	8.5	152
Topeka	8.0	153
Memphis	7.9	154
Nashville	7.9	154
Cincinnati	7.8	156
Columbus, Ga.	7.7	157
Charleston, S.C.	7.6	158
Gainesville	7.4	159
Youngstown–Warren	7.4	159
Cheyenne	7.3	161
Dayton–Springfield	7.3	161
Spokane	7.3	161
Baton Rouge	7.2	164
Greensboro–Winston-Salem–High Point	7.2	164
Eugene–Springfield	7.0	166
Lawton	7.0	166
Des Moines	6.9	168
York	6.9	168
Bremerton	6.6	170
Ocala	6.6	170
Utica–Rome	6.6	170
Fort Wayne	6.4	173
Pensacola	6.4	173
Vancouver	6.4	173
Manchester–Nashua	6.3	176
Medford	6.3	176
Sarasota	6.3	176
Madison	6.1	179
Redding	6.1	179
Scranton–Wilkes-Barre	6.1	179
Tallahassee	6.1	179
Ann Arbor	6.0	183
Columbia, S.C.	6.0	183
Kenosha	5.9	185
Boise	5.8	186
Clarksville–Hopkinsville	5.8	186
Louisville	5.7	188
Augusta	5.6	189
South Bend–Mishawaka	5.4	190
Longview–Marshall	5.3	191
Olympia	5.3	191
Greenville–Spartanburg	5.2	193
Fort Walton Beach	4.7	194
Jamestown–Dunkirk	4.3	195
Shreveport	4.2	196
Kalamazoo	4.1	197
Lincoln	4.1	197
Little Rock–North Little Rock	4.1	197
Bellingham	4.0	200
Total Top 200	**21,114.6**	
Mobile	4.0	200
Sioux City	4.0	200
Akron	3.8	203
Muskegon	3.7	204
Birmingham	3.6	205
Champaign–Urbana–Rantoul	3.6	205
Peoria	3.6	205
Erie	3.5	208
Portsmouth–Dover–Rochester	3.5	208
Biloxi–Gulfport	3.4	210
Lexington-Fayette	3.3	211
Billings	3.1	212
Elkhart–Goshen	3.1	212
Huntsville	3.1	212
Knoxville	3.1	212
Binghamton	3.0	216
Savannah	3.0	216
Sherman–Denison	3.0	216
Macon–Warner Robins	2.9	219
Benton Harbor	2.8	220
Lafayette, La.	2.8	220
Canton	2.7	222
Battle Creek	2.6	223
Chattanooga	2.5	224
Houma–Thibodaux	2.5	224
Appleton–Oshkosh–Neenah	2.4	226
Jackson, Mich.	2.4	226
Panama City	2.3	228
Casper	2.2	229
Fort Smith	2.2	229
Lafayette–West Lafayette	2.2	229
Lawrence, Kans.	2.2	229
Athens	2.1	233
Niagara Falls	2.1	233
Springfield, Mo.	2.1	233
Fargo–Moorhead	2.0	236
Kankakee	2.0	236
Montgomery	2.0	236
Glens Falls	1.9	239
Janesville–Beloit	1.9	239
Rapid City	1.9	239
Bloomington–Normal	1.8	242
Lake Charles	1.8	242
Sheboygan	1.8	242
Dothan	1.7	245
Jackson, Miss.	1.7	245
St. Joseph	1.7	245
Texarkana	1.7	245
Cedar Rapids	1.6	249
Fayetteville–Springdale	1.6	249
Total Top 250	**21,244.1**	
Green Bay	1.6	249
Johnson City–Kingsport–Bristol	1.6	249
Portland, Me.	1.6	249
Alexandria, La.	1.5	254
Elmira	1.5	254
Hickory–Morganton	1.5	254
Iowa City	1.5	254
Lima	1.5	254
Pittsfield	1.5	254
Bloomington, Ind.	1.4	260
Charlottesville	1.4	260
Great Falls	1.4	260
Hamilton–Middletown	1.4	260
Roanoke	1.4	260
State College	1.4	260
Anniston	1.3	266
Columbia, Mo.	1.3	266
Evansville	1.3	266
Springfield, Ill.	1.3	266
Asheville	1.2	270
Burlington, Vt.	1.2	270
Duluth	1.2	270
Huntington–Ashland	1.2	270
Johnstown	1.2	270
Joplin	1.2	270
Kokomo	1.2	270
Monroe	1.2	270
Beaver County, Pa.	1.1	278
Enid	1.1	278
Grand Forks	1.1	278
Terre Haute	1.1	278
Charleston, W.Va.	1.0	282
Pascagoula	1.0	282
Rochester, Minn.	1.0	232
St. Cloud	1.0	282
Waterloo–Cedar Falls	1.0	282
Albany, Ga.	.9	287
Anderson, Ind.	.9	287
Hagerstown	.9	287
Lynchburg	.9	287
Mansfield	.9	287
Muncie	.9	287
Tuscaloosa	.9	287
Wilmington, N.C.	.9	287
Burlington, N.C.	.8	295
Lewiston–Auburn	.8	295
Bangor	.7	297
La Crosse	.7	297
Sioux Falls	.7	297
Steubenville–Weirton	.7	297
Williamsport	.7	297
Decatur, Ala.	.6	302
Eau Claire	.6	302
Anderson, S.C.	.5	304
Bismarck	.5	304
Danville, Va.	.5	304
Decatur, Ill.	.5	304
Sharon	.5	304
Wausau	.5	304
Wheeling	.5	304
Altoona	.4	311
Cumberland	.4	311
Dubuque	.4	311
Florence, Ala.	.4	311
Florence, S.C.	.4	311
Parkersburg–Marietta	.4	311
Pine Bluff	.4	311
Gadsden	.3	318
Jackson, Tenn.	.3	318
Owensboro	.3	318
Total Above Areas	**21,311.2**	
Percent of U.S.	**90.6644**	
U.S. Total	**23,505.6**	

Asian/Pacific Islander Population

Area	(Thous.)	Rank
Los Angeles - Long Beach	1,053.9	1
New York	595.4	2
Honolulu	62.9	3
San Francisco	350.4	4
Oakland	294.0	5
San Jose	282.2	6
Anaheim - Santa Ana	272.4	7
Chicago	245.5	8
San Diego	223.0	9
Washington	220.9	10
Seattle	145.2	11
Houston	137.9	12
Sacramento	128.5	13
Boston - Lawrence - Salem - Lowell - Brockton	122.6	14
Riverside - San Bernardino	120.1	15
Philadelphia	111.6	16
Dallas	74.9	17
Bergen - Passaic	69.7	18
Minneapolis - St. Paul	69.7	18
Fresno	66.5	20
Stockton	66.2	21
Nassau - Suffolk	65.9	22
Middlesex - Somerset - Hunterdon	60.7	23
Detroit	60.6	24
Atlanta	56.9	25
Newark	55.4	26
Vallejo - Fairfield - Napa	53.9	27
Portland, Ore.	49.8	28
Baltimore	45.6	29
Phoenix	41.5	30
Denver	40.2	31
Jersey City	38.7	32
Norfolk - Virginia Beach - Newport News	38.6	33
Oxnard - Ventura	38.1	34
Fort Worth - Arlington	33.9	35
Salinas - Seaside - Monterey	32.1	36
Tacoma	31.6	37
Las Vegas	30.8	38
Miami - Hialeah	28.3	39
Salt Lake City - Ogden	27.8	40
St. Louis	24.9	41
Tampa - St. Petersburg - Clearwater	24.9	41
Orlando	22.8	43
Bakersfield	22.5	44
Columbus, Ohio	22.4	45
New Orleans	22.4	45
Modesto	22.0	47
Cleveland	21.3	48
Austin	21.1	49
Monmouth - Ocean	20.4	50
Total Top 50	**6,268.6**	
Milwaukee	19.9	51
Oklahoma City	19.1	52
Kansas City	19.0	53
Hartford - New Britain - Middletown - Bristol	18.7	54
Santa Barbara - Santa Maria - Lompoc	18.7	54
Providence - Pawtucket - Woonsocket	18.6	56
Fort Lauderdale - Hollywood - Pompano Beach	18.5	57
Bridgeport - Stamford - Norwalk - Danbury	18.2	58
San Antonio	18.2	58
Merced	17.1	60
Visalia - Tulare - Porterville	16.9	61
Jacksonville, Fla.	16.8	62
Pittsburgh	16.2	63
Raleigh - Durham	15.0	64
Rochester, N.Y.	14.7	65
Lake County, Ill.	13.8	66
Tucson	13.5	67
Richmond - Petersburg	12.8	68
Ann Arbor	12.4	69
Yuba City	12.4	69
Worcester - Fitchburg - Leominster	12.3	71
Charlotte - Gastonia - Rock Hill	12.2	72
Cincinnati	12.1	73
Anchorage	11.9	74
Santa Rosa - Petaluma	11.9	74
Albany - Schenectady - Troy	11.4	76
New Haven - Waterbury - Meriden	11.1	77
Colorado Springs	11.0	78
Reno	10.9	79
Buffalo	10.7	80
Indianapolis	10.7	80
Nashville	10.7	80
Trenton	10.7	80
West Palm Beach - Boca Raton - Delray Beach	10.1	84
Dayton - Springfield	9.7	85
Santa Cruz	9.6	86
Wichita	9.6	86
Bremerton	9.2	88
Madison	9.2	88
Springfield, Mass.	9.0	90
Lansing - East Lansing	8.8	91
Memphis	8.7	92
Grand Rapids	8.6	93
Albuquerque	8.5	94
Champaign - Urbana - Rantoul	8.4	95
Wilmington, Del.	8.3	96
Syracuse	8.1	97
Killeen - Temple	8.0	98
Allentown - Bethlehem - Easton	7.8	99
El Paso	7.3	100
Total Top 100	**6,893.6**	
Spokane	7.0	101
Tulsa	6.9	102
Greensboro - Winston-Salem - High Point	6.8	103
Omaha	6.8	103
Charleston, S.C.	6.7	105
Harrisburg - Lebanon - Carlisle	6.7	105
Olympia	6.7	105
Des Moines	6.6	108
Pensacola	6.5	109
Toledo	6.5	109
Akron	6.4	111
Fayetteville, N.C.	6.3	112
Poughkeepsie	6.2	113
Vancouver	6.2	113
Atlantic City	5.9	115
Baton Rouge	5.9	115
Beaumont - Port Arthur	5.9	115
Boulder - Longmont	5.9	115
Eugene - Springfield	5.9	115
Louisville	5.9	115
Melbourne - Titusville - Palm Bay	5.9	115
Augusta	5.8	122
Chico	5.7	123
Aurora - Elgin	5.3	124
Joliet	5.3	124
Salem, Ore.	5.3	124
Columbia, S.C.	5.1	127
Lafayette - West Lafayette	5.1	127
Lancaster	5.1	127
Gainesville	5.0	130
Greenville - Spartanburg	4.9	131
Knoxville	4.8	132
Biloxi - Gulfport	4.7	133
New Bedford - Fall River - Attleboro	4.7	133
Bryan - College Station	4.6	135
Huntsville	4.6	135
Lexington-Fayette	4.3	137
Provo - Orem	4.3	137
Birmingham	4.2	139
Binghamton	4.1	140
Iowa City	4.1	140
Manchester - Nashua	4.1	140
State College	4.1	140
Appleton - Oshkosh - Neenah	4.0	144
Fort Smith	4.0	144
Fort Walton Beach	4.0	144
Scranton - Wilkes-Barre	4.0	144
Gary - Hammond	3.9	148
Galveston - Texas City	3.8	149
Mobile	3.8	149
Total Top 150	**7,161.9**	
Orange County, N.Y.	3.8	149
New London - Norwich	3.7	152
Amarillo	3.6	153
Lincoln	3.6	153
Little Rock - North Little Rock	3.5	155
Portsmouth - Dover - Rochester	3.5	155
Richland - Kennewick - Pasco	3.5	155
Rochester, Minn.	3.5	155
Columbus, Ga.	3.4	159
Jacksonville, N.C.	3.4	159
Kalamazoo	3.4	159
Reading	3.4	159
Yakima	3.4	159
Columbia, Mo.	3.3	164
Lawton	3.3	164
Rockford	3.3	164
Daytona Beach	3.2	167
Boise	3.1	168
Fort Collins - Loveland	3.1	168
Chattanooga	3.0	170
Clarksville - Hopkinsville	3.0	170
Corpus Christi	3.0	170
Flint	3.0	170
Fort Wayne	3.0	170
Lubbock	3.0	170
Redding	3.0	170
Tallahassee	3.0	170
Bloomington, Ind.	2.9	178
Peoria	2.9	178
Charlottesville	2.8	180
Hamilton - Middletown	2.8	180
La Crosse	2.8	180
Lawrence, Kans.	2.8	180
Green Bay	2.7	184
Lakeland - Winter Haven	2.7	184
Saginaw - Bay City - Midland	2.7	184
South Bend - Mishawaka	2.7	184
York	2.7	184
Bellingham	2.6	189
Davenport - Rock Island - Moline	2.6	189
Savannah	2.6	189
Wausau	2.6	189
Athens	2.5	193
Eau Claire	2.5	193
Panama City	2.4	195
Utica - Rome	2.4	195
Portland, Me.	2.3	197
Brazoria	2.2	198
Sheboygan	2.2	198
Fort Myers - Cape Coral	2.1	200
Total Top 200	**7,310.4**	
Macon - Warner Robins	2.1	200
Shreveport	2.1	200
Lafayette, La.	2.0	203
Wichita Falls	2.0	203
Youngstown - Warren	2.0	203
Montgomery	1.9	206
Fort Pierce	1.8	207
Hickory - Morganton	1.8	207
Jackson, Miss.	1.8	207
Bloomington - Normal	1.7	210
Roanoke	1.7	210
Sioux City	1.7	210
Springfield, Mo.	1.7	210
Yuma	1.7	210
Abilene	1.6	215
Benton Harbor	1.6	215
Burlington, Vt.	1.6	215
Canton	1.6	215
Lorain - Elyria	1.6	215
Medford	1.6	215
Cedar Rapids	1.5	221
Charleston, W.Va.	1.5	221
Erie	1.5	221
Fargo - Moorhead	1.5	221
Sarasota	1.5	221
Springfield, Ill.	1.5	221
Waco	1.5	221
Duluth	1.4	228
Houma - Thibodaux	1.4	228
Bradenton	1.3	230
Dothan	1.3	230
Evansville	1.3	230
Johnson City - Kingsport - Bristol	1.3	230
Las Cruces	1.3	230
McAllen - Edinburg - Mission	1.3	230
Topeka	1.3	230
Tuscaloosa	1.3	230
Vineland - Millville - Bridgeton	1.3	230
Greeley	1.2	239
Pascagoula	1.2	239
St. Cloud	1.2	239
Terre Haute	1.2	239
Waterloo - Cedar Falls	1.2	239
Battle Creek	1.1	244
Elkhart - Goshen	1.1	244
Fayetteville - Springdale	1.1	244
Racine	1.1	244
San Angelo	1.1	244
Santa Fe	1.1	244
Bangor	1.0	250
Total Top 250	**7,384.6**	
Huntington - Ashland	1.0	250
Janesville - Beloit	1.0	250
Midland, Tex.	1.0	250
Ocala	1.0	250
Pittsfield	1.0	250
Rapid City	1.0	250
Alexandria, La.	0.9	257
Anniston	0.9	257
Brownsville - Harlingen	0.9	257
Cheyenne	0.9	257
Grand Forks	0.9	257
Asheville	0.8	262
Elmira	0.8	262
Great Falls	0.8	262
Hagerstown	0.8	262
Joplin	0.8	262
Lima	0.8	262
Lynchburg	0.8	262
Monroe	0.8	262
Niagara Falls	0.8	262
Pueblo	0.8	262
Sioux Falls	0.8	262
Jackson, Mich.	0.7	273
Kankakee	0.7	273
Kenosha	0.7	273
Longview - Marshall	0.7	273
Muncie	0.7	273
Naples	0.7	273
Odessa	0.7	273
Tyler	0.7	273
Wilmington, N.C.	0.7	273
Billings	0.6	282
Enid	0.6	282
Jamestown - Dunkirk	0.6	282
Lake Charles	0.6	282
Laredo	0.6	282
Lewiston - Auburn	0.6	282
Mansfield	0.6	282
Muskegon	0.6	282
Wheeling	0.6	282
Albany, Ga.	0.5	291
Burlington, N.C.	0.5	291
Decatur, Ill.	0.5	291
Dubuque	0.5	291
Johnstown	0.5	291
Kokomo	0.5	291
Parkersburg - Marietta	0.5	291
Sherman - Denison	0.5	291
Williamsport	0.5	291
Altoona	0.4	300
Anderson, Ind.	0.4	300
Anderson, S.C.	0.4	300
Beaver County, Pa.	0.4	300
Cumberland	0.4	300
Decatur, Ala.	0.4	300
Gadsden	0.4	300
Glens Falls	0.4	300
Pine Bluff	0.4	300
Sharon	0.4	300
Steubenville - Weirton	0.4	300
Texarkana	0.4	300
Bismarck	0.3	312
Casper	0.3	312
Danville, Va.	0.3	312
Florence, Ala.	0.3	312
Florence, S.C.	0.3	312
Jackson, Tenn.	0.3	312
St. Joseph	0.3	312
Victoria	0.3	312
Owensboro	0.2	320
Total Above Areas	**7,427.5**	
Percent of U.S.	**93.8788**	
U.S. Total	**7,911.6**	

Population Under Age 6

Area	(Thous.)	Rank
Los Angeles–Long Beach	934.9	1
New York	744.2	2
Chicago	572.8	3
Philadelphia	442.0	4
Detroit	410.6	5
Washington	362.7	6
Houston	359.3	7
Riverside–San Bernardino	329.0	8
Boston–Lawrence–Salem–Lowell–Brockton	313.3	9
Atlanta	286.0	10
Dallas	276.5	11
Minneapolis–St. Paul	254.4	12
San Diego	250.9	13
Anaheim–Santa Ana	237.0	14
St. Louis	231.1	15
Baltimore	223.4	16
Phoenix	220.5	17
Nassau–Suffolk	215.5	18
Oakland	199.8	19
Seattle	183.5	20
Miami–Hialeah	178.7	21
Cleveland	159.9	22
Denver	159.8	23
Tampa–St. Petersburg–Clearwater	159.7	24
Newark	155.1	25
Pittsburgh	154.6	26
Sacramento	153.7	27
Kansas City	152.2	28
Norfolk–Virginia Beach–Newport News	148.3	29
Fort Worth–Arlington	145.0	30
San Jose	142.0	31
Cincinnati	141.9	32
San Antonio	140.5	33
Milwaukee	136.5	34
Salt Lake City–Ogden	133.0	35
Columbus, Ohio	129.3	36
Indianapolis	120.9	37
New Orleans	120.5	38
San Francisco	118.7	39
Portland, Ore.	115.0	40
Charlotte–Gastonia–Rock Hill	108.2	41
Orlando	102.6	42
Fort Lauderdale–Hollywood–Pompano Beach	100.9	43
Memphis	100.6	44
Bergen–Passaic	100.4	45
Hartford–New Britain–Middletown–Bristol	95.1	46
Rochester, N.Y.	93.8	47
Jacksonville, Fla.	91.6	48
Nashville	90.4	49
Oklahoma City	89.7	50
Total Top 50	**10,886.0**	
Middlesex–Somerset–Hunterdon	86.8	51
Monmouth–Ocean	85.5	52
Dayton–Springfield	84.7	53
Fresno	83.6	54
Buffalo	81.8	55
Louisville	80.2	56
Birmingham	79.7	57
Austin	78.8	58
Richmond–Petersburg	78.8	58
Greensboro–Winston-Salem–High Point	78.1	60
Honolulu	78.0	61
Las Vegas	77.5	62
Providence–Pawtucket–Woonsocket	76.4	63
Grand Rapids	75.9	64
Albany–Schenectady–Troy	74.6	65
West Palm Beach–Boca Raton–Delray Beach	70.7	66
New Haven–Waterbury–Meriden	70.5	67
Bakersfield	70.0	68
Bridgeport–Stamford–Norwalk–Danbury	69.5	69
El Paso	69.4	70
Oxnard–Ventura	68.6	71
Tulsa	67.1	72
Worcester–Fitchburg–Leominster	66.7	73
Raleigh–Durham	65.3	74
Tucson	63.8	75
Omaha	62.7	76
Tacoma	61.8	77
Syracuse	61.3	78
Allentown–Bethlehem–Easton	58.0	79
Toledo	57.5	80
Scranton–Wilkes-Barre	56.5	81
Akron	56.4	82
Charleston, S.C.	56.2	83
Lake County, Ill.	56.1	84
Stockton	55.5	85
Greenville–Spartanburg	55.1	86
Gary–Hammond	53.2	87
Wilmington, Del.	52.9	88
Baton Rouge	52.8	89
Springfield, Mass.	52.3	90
Vallejo–Fairfield–Napa	49.1	91
Harrisburg–Lebanon–Carlisle	48.5	92
Albuquerque	48.3	93
Wichita	48.2	94
Little Rock–North Little Rock	47.7	95
McAllen–Edinburg–Mission	47.6	96
Knoxville	47.4	97
Mobile	45.9	98
Jersey City	45.1	99
Modesto	45.0	100
Total Top 100	**14,089.1**	
New Bedford–Fall River–Attleboro	44.6	101
Colorado Springs	43.1	102
Lancaster	42.4	103
Flint	41.0	104
Columbia, S.C.	40.4	105
Joliet	40.2	106
Salinas–Seaside–Monterey	40.2	106
Youngstown–Warren	40.1	108
Aurora–Elgin	39.7	109
Augusta	39.6	110
Lansing–East Lansing	39.6	110
Visalia–Tulare–Porterville	38.7	112
Jackson, Miss.	38.5	113
Des Moines	37.1	114
Santa Rosa–Petaluma	37.1	114
Saginaw–Bay City–Midland	36.9	116
York	36.8	117
Corpus Christi	36.4	118
Lakeland–Winter Haven	36.3	119
Chattanooga	35.9	120
Fort Wayne	35.9	120
Provo–Orem	35.7	122
Portsmouth–Dover–Rochester	35.2	123
Melbourne–Titusville–Palm Bay	34.3	124
Santa Barbara–Santa Maria–Lompoc	34.2	125
Manchester–Nashua	34.1	126
Canton	33.5	127
Shreveport	33.5	127
Spokane	33.5	127
Beaumont–Port Arthur	32.8	130
Orange County, N.Y.	32.8	130
Pensacola	32.8	130
Madison	32.3	133
Davenport–Rock Island–Moline	31.1	134
Johnson City–Kingsport–Bristol	31.1	134
Fayetteville, N.C.	30.9	136
Appleton–Oshkosh–Neenah	30.4	137
Lexington-Fayette	30.0	138
Brownsville–Harlingen	29.9	139
Killeen–Temple	29.8	140
Peoria	29.3	141
Reading	28.4	142
Atlantic City	28.2	143
Montgomery	28.1	144
Daytona Beach	27.7	145
Macon–Warner Robins	27.4	146
Trenton	27.4	146
Utica–Rome	27.3	148
Anchorage	27.2	149
Hamilton–Middletown	27.2	149
Total Top 150	**15,805.7**	
Rockford	26.7	151
Fort Myers–Cape Coral	26.3	152
Salem, Ore.	25.9	153
Lorain–Elyria	24.8	154
Columbus, Ga.	24.7	155
Erie	24.6	156
Evansville	24.2	157
Reno	24.2	157
Savannah	24.1	159
Vancouver	24.1	159
Merced	24.0	161
Ann Arbor	23.9	162
Eugene–Springfield	23.8	163
New London–Norwich	23.5	164
Poughkeepsie	23.2	165
Binghamton	23.0	166
Huntington–Ashland	22.8	167
Lafayette, La.	22.5	168
Huntsville	22.4	169
South Bend–Mishawaka	22.3	170
Lubbock	21.6	171
Portland, Me.	21.2	172
Santa Cruz	21.1	173
Galveston–Texas City	20.9	174
Fort Pierce	20.8	175
Yakima	20.8	175
Kalamazoo	20.3	177
Boise	20.2	178
Bremerton	20.2	178
Springfield, Mo.	20.2	178
Tallahassee	20.1	181
Boulder–Longmont	19.8	182
Brazoria	19.7	183
Biloxi–Gulfport	19.6	184
St. Cloud	19.6	184
Niagara Falls	19.5	186
Houma–Thibodaux	19.3	187
Lincoln	19.2	188
Amarillo	19.1	189
Green Bay	18.9	190
Charleston, W.Va.	18.7	191
Duluth	18.5	192
Clarksville–Hopkinsville	18.1	193
Hickory–Morganton	17.9	194
Waco	17.9	194
Fort Collins–Loveland	17.8	196
Laredo	17.6	197
Johnstown	17.5	198
Racine	17.1	199
Roanoke	17.1	199
Total Top 200	**16,867.0**	
Gainesville	17.0	201
Springfield, Ill.	17.0	201
Jacksonville, N.C.	16.8	203
Lake Charles	16.7	204
Elkhart–Goshen	16.5	205
Fort Smith	16.4	206
Chico	16.3	207
Ocala	16.3	207
Richland–Kennewick–Pasco	16.3	207
Muskegon	16.2	210
Sarasota	16.2	210
Bradenton	15.9	212
Las Cruces	15.5	213
Longview–Marshall	15.2	214
Redding	15.0	215
Yuba City	15.0	215
Benton Harbor	14.9	217
Cedar Rapids	14.9	217
Olympia	14.9	217
Champaign–Urbana–Rantoul	14.8	220
Lima	14.8	220
Topeka	14.6	222
Fort Walton Beach	14.4	223
Beaver County, Pa.	14.3	224
Monroe	14.3	224
Tyler	14.3	224
Fargo–Moorhead	14.1	227
Asheville	13.6	228
Jackson, Mich.	13.6	228
Janesville–Beloit	13.3	230
Odessa	13.3	230
Athens	13.1	232
Greeley	13.1	232
Dothan	12.9	234
Alexandria, La.	12.8	235
Burlington, Vt.	12.7	236
Kenosha	12.7	236
Vineland–Millville–Bridgeton	12.7	236
Battle Creek	12.6	239
Medford	12.6	239
Midland, Tex.	12.6	239
Eau Claire	12.5	242
Sioux Falls	12.5	242
Naples	12.4	244
Abilene	12.2	245
Tuscaloosa	12.2	245
Bangor	12.1	247
Jamestown–Dunkirk	12.1	247
Anderson, S.C.	12.0	249
Panama City	11.9	250
Total Top 250	**17,577.1**	
Waterloo–Cedar Falls	11.9	250
Lawton	11.8	252
Yuma	11.8	252
Joplin	11.7	254
Lynchburg	11.7	254
Parkersburg–Marietta	11.7	254
Rochester, Minn.	11.6	257
Wichita Falls	11.6	257
Albany, Ga.	11.5	259
Wheeling	11.5	259
Bellingham	11.4	261
Charlottesville	11.2	262
Sioux City	11.1	263
Bloomington–Normal	10.9	264
Pascagoula	10.9	264
Texarkana	10.9	264
Mansfield	10.8	267
Santa Fe	10.8	267
Wausau	10.8	267
Pittsfield	10.7	270
Pueblo	10.7	270
Florence, S.C.	10.6	272
Bryan–College Station	10.5	273
Florence, Ala.	10.5	273
Glens Falls	10.5	273
Anderson, Ind.	10.4	276
Billings	10.4	276
Lafayette–West Lafayette	10.3	278
Terre Haute	10.3	278
Altoona	10.2	280
Williamsport	10.2	280
Fayetteville–Springdale	10.1	282
Hagerstown	10.1	282
Columbia, Mo.	10.0	284
Decatur, Ill.	9.8	285
Lewiston–Auburn	9.8	285
San Angelo	9.7	287
Steubenville–Weirton	9.6	288
Rapid City	9.5	289
Wilmington, N.C.	9.5	289
Anniston	9.3	291
Sheboygan	9.3	291
Sharon	9.2	293
Kankakee	9.1	294
Muncie	9.0	295
Decatur, Ala.	8.9	296
La Crosse	8.7	297
Burlington, N.C.	8.6	298
State College	8.6	298
Danville, Va.	8.5	300
Elmira	8.4	301
Kokomo	8.3	302
Sherman–Denison	8.1	303
Great Falls	7.9	304
Owensboro	7.9	304
Pine Bluff	7.9	304
Bismarck	7.8	307
Iowa City	7.8	307
Victoria	7.7	309
Bloomington, Ind.	7.5	310
Cumberland	7.5	310
Dubuque	7.5	310
Gadsden	7.5	310
Cheyenne	7.4	314
Grand Forks	7.4	314
St. Joseph	7.4	314
Jackson, Tenn.	6.9	317
Lawrence, Kans.	6.6	318
Casper	5.8	319
Enid	4.7	320
Total Above Areas	**18,243.3**	
Percent of U.S.	**78.6163**	
U.S. Total	**23,205.5**	

Population Age 6 to 17

Area	(Thous.)	Rank
Los Angeles–Long Beach	1,487.1	1
New York	1,272.3	2
Chicago	994.6	3
Philadelphia	771.2	4
Detroit	746.8	5
Houston	625.9	6
Washington	603.9	7
Riverside–San Bernardino	523.3	8
Boston–Lawrence–Salem–Lowell–Brockton	518.7	9
Atlanta	499.7	10
Dallas	456.3	11
St. Louis	424.3	12
Minneapolis–St. Paul	420.5	13
Nassau–Suffolk	408.4	14
San Diego	394.7	15
Anaheim–Santa Ana	385.8	16
Baltimore	368.3	17
Phoenix	368.0	18
Oakland	326.8	19
Miami–Hialeah	306.9	20
Seattle	304.9	21
Cleveland	292.3	22
Pittsburgh	290.8	23
Tampa–St. Petersburg–Clearwater	281.7	24
Newark	278.7	25
Kansas City	274.9	26
Denver	272.2	27
Salt Lake City–Ogden	262.3	28
Sacramento	260.8	29
San Antonio	256.1	30
Cincinnati	254.0	31
Milwaukee	245.8	32
Fort Worth–Arlington	240.1	33
Norfolk–Virginia Beach–Newport News	238.4	34
San Jose	230.4	35
New Orleans	230.3	36
Columbus, Ohio	227.6	37
Indianapolis	217.0	38
Portland, Ore.	208.0	39
San Francisco	194.2	40
Charlotte–Gastonia–Rock Hill	191.8	41
Memphis	181.5	42
Bergen–Passaic	178.8	43
Orlando	178.4	44
Oklahoma City	169.8	45
Nashville	167.7	46
Fort Lauderdale–Hollywood–Pompano Beach	166.5	47
Hartford–New Britain–Middletown–Bristol	163.1	48
Louisville	162.8	49
Rochester, N.Y.	160.1	50
Total Top 50	**18,684.5**	
Dayton–Springfield	159.7	51
Jacksonville, Fla.	155.8	52
Monmouth–Ocean	155.6	53
Birmingham	154.9	54
Greensboro–Winston-Salem–High Point	145.0	55
Buffalo	144.5	56
Middlesex–Somerset–Hunterdon	144.3	57
Fresno	141.3	58
Richmond–Petersburg	139.3	59
El Paso	134.0	60
Providence–Pawtucket–Woonsocket	134.0	60
Albany–Schenectady–Troy	133.4	62
Honolulu	132.7	63
Austin	130.8	64
Grand Rapids	127.9	65
Tulsa	126.0	66
Las Vegas	124.9	67
Oxnard–Ventura	121.5	68
Bridgeport–Stamford–Norwalk–Danbury	118.6	69
Gary–Hammond	116.1	70
New Haven–Waterbury–Meriden	115.8	71
Bakersfield	114.8	72
West Palm Beach–Boca Raton–Delray Beach	112.9	73
Omaha	112.8	74
Worcester–Fitchburg–Leominster	111.4	75
Raleigh–Durham	110.1	76
Tucson	109.9	77
Scranton–Wilkes-Barre	109.6	78
Syracuse	107.4	79
Akron	106.6	80
Toledo	106.4	81
Greenville–Spartanburg	105.4	82
Allentown–Bethlehem–Easton	105.3	83
Tacoma	104.4	84
McAllen–Edinburg–Mission	102.5	85
Baton Rouge	101.4	86
Stockton	94.6	87
Knoxville	94.3	88
Wilmington, Del.	94.2	89
Lake County, Ill.	93.4	90
Springfield, Mass.	92.5	91
Harrisburg–Lebanon–Carlisle	92.3	92
Little Rock–North Little Rock	91.8	93
Mobile	90.7	94
Charleston, S.C.	90.6	95
Albuquerque	84.4	96
Vallejo–Fairfield–Napa	83.5	97
Wichita	82.1	98
Youngstown–Warren	82.0	99
New Bedford–Fall River–Attleboro	81.7	100
Total Top 100	**24,409.6**	
Flint	79.9	101
Joliet	78.6	102
Jersey City	78.4	103
Modesto	76.8	104
Columbia, S.C.	76.5	105
Jackson, Miss.	75.3	106
Lancaster	74.3	107
Augusta	74.2	108
Chattanooga	73.6	109
Lansing–East Lansing	73.6	109
Saginaw–Bay City–Midland	73.3	111
Corpus Christi	73.2	112
Colorado Springs	72.2	113
Aurora–Elgin	71.8	114
Visalia–Tulare–Porterville	70.9	115
Provo–Orem	68.2	116
York	68.1	117
Fort Wayne	68.0	118
Johnson City–Kingsport–Bristol	67.1	119
Canton	67.0	120
Beaumont–Port Arthur	66.8	121
Des Moines	66.2	122
Lakeland–Winter Haven	65.6	123
Brownsville–Harlingen	65.4	124
Santa Rosa–Petaluma	64.3	125
Shreveport	63.9	126
Spokane	63.4	127
Salinas–Seaside–Monterey	62.5	128
Davenport–Rock Island–Moline	62.1	129
Peoria	60.6	130
Pensacola	59.0	131
Melbourne–Titusville–Palm Bay	58.6	132
Portsmouth–Dover–Rochester	57.3	133
Orange County, N.Y.	56.0	134
Appleton–Oshkosh–Neenah	55.9	135
Lexington-Fayette	55.7	136
Manchester–Nashua	55.7	136
Santa Barbara–Santa Maria–Lompoc	55.1	138
Montgomery	54.6	139
Huntington–Ashland	53.9	140
Madison	53.6	141
Reading	52.1	142
Macon–Warner Robins	51.5	143
Hamilton–Middletown	51.3	144
Utica–Rome	50.8	145
Lorain–Elyria	50.5	146
Salem, Ore.	50.2	147
Daytona Beach	49.7	148
Rockford	49.2	149
Fayetteville, N.C.	48.1	150
Total Top 150	**27,580.2**	
Trenton	47.9	151
Evansville	47.4	152
Vancouver	47.4	152
Erie	47.2	154
Eugene–Springfield	46.9	155
Atlantic City	46.8	156
Killeen–Temple	45.2	157
Fort Myers–Cape Coral	44.2	158
Savannah	43.2	159
Columbus, Ga.	42.8	160
Anchorage	41.9	161
Charleston, W.Va.	41.3	162
South Bend–Mishawaka	41.3	162
Binghamton	40.9	164
Lafayette, La.	40.6	165
Poughkeepsie	40.6	165
Merced	40.3	167
Duluth	40.1	168
Galveston–Texas City	40.1	168
Boise	39.8	170
Johnstown	39.5	171
Huntsville	39.4	172
Springfield, Mo.	39.2	173
Ann Arbor	39.0	174
Lubbock	39.0	174
Houma–Thibodaux	38.3	176
Reno	38.1	177
Tallahassee	38.0	178
New London–Norwich	37.8	179
St. Cloud	37.8	179
Yakima	37.8	179
Brazoria	37.7	182
Portland, Me.	37.2	183
Hickory–Morganton	36.4	184
Bremerton	35.9	185
Niagara Falls	35.9	185
Fort Pierce	35.6	187
Biloxi–Gulfport	35.5	188
Kalamazoo	35.4	189
Santa Cruz	35.4	189
Green Bay	34.8	191
Amarillo	34.6	192
Laredo	34.0	193
Boulder–Longmont	33.6	194
Lake Charles	33.4	195
Lincoln	33.4	195
Fort Smith	33.0	197
Roanoke	32.8	198
Springfield, Ill.	32.4	199
Waco	32.4	199
Total Top 200	**29,529.4**	
Fort Collins–Loveland	32.3	201
Racine	32.1	202
Richland–Kennewick–Pasco	31.4	203
Longview–Marshall	30.8	204
Olympia	30.6	205
Ocala	29.8	206
Gainesville	29.7	207
Muskegon	29.4	208
Sarasota	29.3	209
Benton Harbor	29.2	210
Elkhart–Goshen	29.1	211
Chico	29.0	212
Beaver County, Pa.	28.9	213
Lima	28.9	213
Los Cruces	28.4	215
Cedar Rapids	28.3	216
Redding	28.3	216
Monroe	28.0	218
Clarksville–Hopkinsville	27.9	219
Topeka	27.9	219
Tyler	27.2	221
Bradenton	26.7	222
Asheville	26.2	223
Alexandria, La.	25.8	224
Jackson, Mich.	25.8	224
Parkersburg–Marietta	25.7	226
Medford	25.4	227
Fargo–Moorhead	25.3	228
Wheeling	25.3	228
Waterloo–Cedar Falls	25.1	230
Anderson, S.C.	25.0	231
Fort Walton Beach	24.8	232
Janesville–Beloit	24.8	232
Greeley	24.7	234
Tuscaloosa	24.7	234
Athens	24.4	236
Dothan	24.4	236
Bangor	24.3	238
Battle Creek	24.2	239
Eau Claire	24.2	239
Odessa	24.2	239
Yuba City	24.2	239
Vineland–Millville–Bridgeton	23.9	243
Champaign–Urbana–Rantoul	23.8	244
Jamestown–Dunkirk	23.8	244
Joplin	23.7	246
Pascagoula	23.7	246
Steubenville–Weirton	23.3	248
Albany, Ga.	23.1	249
Texarkana	22.7	250
Total Top 250	**30,859.1**	
Florence, S.C.	22.6	251
Kenosha	22.5	252
Mansfield	22.3	253
Anderson, Ind.	22.2	254
Pueblo	22.2	254
Wausau	22.2	254
Bellingham	22.1	257
Sioux Falls	22.0	258
Panama City	21.9	259
Sioux City	21.9	259
Lynchburg	21.8	261
Altoona	21.7	262
Yuma	21.7	262
Midland, Tex.	21.6	264
Florence, Ala.	21.3	265
Jacksonville, N.C.	21.1	266
Pittsfield	20.9	267
Abilene	20.8	268
Burlington, Vt.	20.8	268
Santa Fe	20.8	268
Naples	20.7	271
Terre Haute	20.7	271
Wichita Falls	20.7	271
Billings	20.5	274
Decatur, Ill.	20.3	275
Glens Falls	20.3	275
Lawton	20.3	275
Anniston	20.2	278
Bloomington–Normal	19.9	279
Williamsport	19.9	279
Fayetteville–Springdale	19.1	281
Sharon	19.1	281
Rochester, Minn.	19.0	283
Sheboygan	19.0	283
Wilmington, N.C.	18.8	285
Charlottesville	18.3	286
Decatur, Ala.	18.1	287
Kankakee	18.1	287
Lewiston–Auburn	18.0	289
Hagerstown	17.9	290
Lafayette–West Lafayette	17.9	290
San Angelo	17.7	292
Muncie	17.6	293
Kokomo	17.3	294
Gadsden	17.2	295
Danville, Va.	17.0	296
Bryan–College Station	16.8	297
Pine Bluff	16.6	298
Columbia, Mo.	16.3	299
Sherman–Denison	16.3	299
Bismarck	16.2	301
Elmira	16.0	302
La Crosse	16.0	302
Owensboro	16.0	302
Dubuque	15.9	305
Cumberland	15.8	306
Burlington, N.C.	15.7	307
Rapid City	15.3	308
Victoria	15.0	309
State College	14.8	310
St. Joseph	14.1	311
Great Falls	13.9	312
Jackson, Tenn.	13.8	313
Cheyenne	13.4	314
Bloomington, Ind.	13.3	315
Iowa City	12.3	316
Casper	11.8	317
Grand Forks	11.5	318
Lawrence, Kans.	11.0	319
Enid	9.8	320
Total Above Areas	**32,134.7**	
Percent of U.S.	**76.0279**	
U.S. Total	**42,267.8**	

Population Age 35 to 49

Area	(Thous.)	Rank
Los Angeles–Long Beach	1,911.9	1
New York	1,882.4	2
Chicago	1,303.9	3
Philadelphia	1,049.1	4
Washington	1,015.8	5
Detroit	972.4	6
Boston–Lawrence–Salem–Lowell–Brockton	830.2	7
Houston	785.0	8
Atlanta	737.7	9
Dallas	607.0	10
Nassau–Suffolk	604.2	11
Minneapolis–St. Paul	582.8	12
Riverside–San Bernardino	566.7	13
Anaheim–Santa Ana	560.8	14
Baltimore	554.7	15
San Diego	543.9	16
St. Louis	527.3	17
Oakland	521.5	18
Seattle	503.6	19
Phoenix	466.0	20
Pittsburgh	428.5	21
Tampa–St. Petersburg–Clearwater	425.0	22
Newark	417.1	23
Miami–Hialeah	414.8	24
Denver	409.8	25
San Francisco	407.9	26
Cleveland	388.8	27
Kansas City	360.7	28
San Jose	355.3	29
Sacramento	354.1	30
Portland, Ore.	315.4	31
Fort Worth–Arlington	309.9	32
Columbus, Ohio	307.6	33
Cincinnati	307.4	34
Milwaukee	306.8	35
Norfolk–Virginia Beach–Newport News	297.0	36
Bergen–Passaic	285.9	37
San Antonio	279.7	38
Indianapolis	277.7	39
Fort Lauderdale–Hollywood–Pompano Beach	273.3	40
Charlotte–Gastonia–Rock Hill	272.2	41
New Orleans	269.7	42
Hartford–New Britain–Middletown–Bristol	255.6	43
Orlando	249.4	44
Middlesex–Somerset–Hunterdon	243.4	45
Nashville	231.3	46
Monmouth–Ocean	223.9	47
Rochester, N.Y.	222.2	48
Greensboro–Winston-Salem–High Point	217.8	49
Memphis	217.4	50
Total Top 50	**25,852.5**	
Salt Lake City–Ogden	214.3	51
Louisville	214.2	52
Oklahoma City	208.7	53
Richmond–Petersburg	208.3	54
Dayton–Springfield	208.1	55
Jacksonville, Fla.	206.5	56
Birmingham	200.2	57
Buffalo	197.8	58
Albany–Schenectady–Troy	192.5	59
Bridgeport–Stamford–Norwalk–Danbury	191.6	60
Providence–Pawtucket–Woonsocket	190.4	61
Honolulu	187.0	62
Las Vegas	184.0	63
Austin	182.2	64
West Palm Beach–Boca Raton–Delray Beach	179.6	65
Raleigh–Durham	179.5	66
New Haven–Waterbury–Meriden	175.6	67
Tulsa	160.4	68
Oxnard–Ventura	159.8	69
Worcester–Fitchburg–Leominster	153.8	70
Allentown–Bethlehem–Easton	152.6	71
Scranton–Wilkes-Barre	150.2	72
Grand Rapids	147.5	73
Greenville–Spartanburg	145.1	74
Tucson	142.1	75
Akron	141.8	76
Fresno	139.5	77
Knoxville	137.9	78
Syracuse	137.3	79
Omaha	134.9	80
Harrisburg–Lebanon–Carlisle	133.2	81
Tacoma	131.0	82
Gary–Hammond	130.2	83
Wilmington, Del.	129.8	84
Lake County, Ill.	128.5	85
Toledo	127.1	86
Springfield, Mass.	124.8	87
El Paso	117.7	88
Bakersfield	116.4	89
Baton Rouge	114.5	90
Little Rock–North Little Rock	114.4	91
Albuquerque	114.0	92
Jersey City	112.3	93
Vallejo–Fairfield–Napa	111.7	94
Charleston, S.C.	109.5	95
New Bedford–Fall River–Attleboro	108.4	96
Columbia, S.C.	104.9	97
Stockton	104.2	98
Youngstown–Warren	103.3	99
Santa Rosa–Petaluma	103.0	100
Total Top 100	**33,414.9**	
Mobile	100.8	101
Johnson City–Kingsport–Bristol	98.4	102
Chattanooga	98.2	103
Wichita	97.1	104
York	96.5	105
Lansing–East Lansing	95.4	106
Joliet	93.9	107
Flint	93.2	108
Colorado Springs	92.7	109
Lancaster	91.3	110
Des Moines	88.6	111
Augusta	88.4	112
Saginaw–Bay City–Midland	87.4	113
Canton	86.4	114
Madison	85.5	115
Portsmouth–Dover–Rochester	85.3	116
Aurora–Elgin	84.7	117
Jackson, Miss.	84.5	118
Melbourne–Titusville–Palm Bay	83.4	119
Modesto	81.1	120
Fort Wayne	80.4	121
Manchester–Nashua	80.4	121
Lakeland–Winter Haven	80.3	123
Spokane	80.0	124
Lexington-Fayette	79.3	125
Santa Barbara–Santa Maria–Lompoc	76.7	126
Davenport–Rock Island–Moline	74.8	127
Trenton	74.3	128
Pensacola	74.2	129
Salinas–Seaside–Monterey	73.7	130
Beaumont–Port Arthur	73.0	131
Peoria	73.0	131
Corpus Christi	72.9	133
Daytona Beach	72.7	134
Orange County, N.Y.	72.7	134
Reading	72.2	136
McAllen–Edinburg–Mission	71.5	137
Shreveport	68.9	138
Eugene–Springfield	67.8	139
Appleton–Oshkosh–Neenah	67.2	140
Huntington–Ashland	66.6	141
Atlantic City	66.0	142
Fort Myers–Cape Coral	64.8	143
Reno	64.8	143
Ann Arbor	64.3	145
Hamilton–Middletown	63.9	146
Montgomery	63.3	147
Utica–Rome	63.3	147
Visalia–Tulare–Porterville	63.1	149
Rockford	62.9	150
Total Top 150	**37,256.7**	
Salem, Ore.	62.9	150
Macon–Warner Robins	61.0	152
Poughkeepsie	61.0	152
Vancouver	60.9	154
Anchorage	60.6	155
Evansville	60.2	156
Lorain–Elyria	59.9	157
Santa Cruz	59.2	158
Boulder–Longmont	58.8	159
Charleston, W.Va.	56.5	160
Erie	56.2	161
Portland, Me.	56.2	161
New London–Norwich	54.9	163
Binghamton	54.1	164
Huntsville	53.4	165
Fayetteville, N.C.	52.5	166
Springfield, Mo.	52.4	167
Hickory–Morganton	51.9	168
Roanoke	51.8	169
Tallahassee	51.8	169
Sarasota	50.9	171
Savannah	50.9	171
South Bend–Mishawaka	50.8	173
Duluth	50.5	174
Boise	49.5	175
Galveston–Texas City	49.1	176
Fort Pierce	48.9	177
Johnstown	48.4	178
Kalamazoo	48.4	178
Brownsville–Harlingen	47.8	180
Columbus, Ga.	47.6	181
Killeen–Temple	47.1	182
Bremerton	46.6	183
Fort Collins–Loveland	45.8	184
Lincoln	45.8	184
Niagara Falls	45.2	186
Brazoria	44.4	187
Green Bay	42.9	188
Lafayette, La.	42.9	188
Springfield, Ill.	42.8	190
Lubbock	42.7	191
Gainesville	42.1	192
Olympia	41.5	193
Asheville	40.3	194
Biloxi–Gulfport	38.9	195
Amarillo	38.7	196
Provo–Orem	38.7	196
Yakima	38.6	198
Fort Smith	38.4	199
Racine	38.1	200
Total Top 200	**39,837.2**	
Bradenton	38.0	201
Ocala	37.9	202
Cedar Rapids	37.6	203
Beaver County, Pa.	37.5	204
St. Cloud	37.5	204
Chico	36.9	206
Houma–Thibodaux	36.8	207
Topeka	35.7	208
Waco	35.6	209
Medford	35.2	210
Redding	35.2	210
Lake Charles	34.8	212
Elkhart–Goshen	34.6	213
Merced	34.2	214
Benton Harbor	34.0	215
Jackson, Mich.	33.7	216
Longview–Marshall	33.4	217
Muskegon	33.4	217
Richland–Kennewick–Pasco	33.4	217
Wheeling	33.1	220
Parkersburg–Marietta	32.9	221
Anderson, S.C.	32.7	222
Champaign–Urbana–Rantoul	32.5	223
Santa Fe	32.5	223
Bangor	32.0	225
Burlington, Vt.	32.0	225
Clarksville–Hopkinsville	32.0	225
Lima	32.0	225
Athens	31.8	229
Tyler	31.8	229
Fargo–Moorhead	31.4	231
Fort Walton Beach	31.2	232
Naples	30.7	233
Tuscaloosa	30.6	234
Bellingham	30.1	235
Steubenville–Weirton	30.0	236
Waterloo–Cedar Falls	30.0	236
Lynchburg	29.7	238
Janesville–Beloit	29.5	239
Battle Creek	29.3	240
Vineland–Millville–Bridgeton	29.1	241
Pittsfield	29.0	242
Greeley	28.7	243
Eau Claire	28.6	244
Anderson, Ind.	28.5	245
Charlottesville	28.2	246
Jamestown–Dunkirk	28.1	247
Wilmington, N.C.	28.1	247
Joplin	27.8	249
Florence, Ala.	27.7	250
Total Top 250	**41,454.2**	
Panama City	27.7	250
Monroe	27.6	252
Dothan	27.4	253
Kenosha	27.2	254
Mansfield	27.1	255
Altoona	26.9	256
Las Cruces	26.6	257
Hagerstown	26.4	258
Sioux Falls	26.3	259
Alexandria, La.	26.1	260
Glens Falls	25.9	261
Bloomington–Normal	25.7	262
Florence, S.C.	25.6	263
Terre Haute	25.6	263
Pueblo	25.5	265
Billings	25.4	266
Yuba City	25.4	266
Pascagoula	25.3	268
Texarkana	25.3	268
Wausau	25.2	270
Williamsport	25.2	270
Decatur, Ill.	25.0	272
Laredo	24.4	273
Anniston	24.3	274
Fayetteville–Springdale	24.2	275
Rochester, Minn.	24.2	275
Sharon	24.1	277
Lafayette–West Lafayette	23.9	278
Burlington, N.C.	23.8	279
Muncie	23.4	280
Odessa	23.4	280
Albany, Ga.	23.3	282
Jacksonville, N.C.	23.2	283
Decatur, Ala.	23.1	284
Danville, Va.	23.0	285
Sioux City	23.0	285
Wichita Falls	23.0	285
Midland, Tex.	22.6	268
Abilene	22.5	289
Columbia, Mo.	22.4	290
State College	22.4	290
Sheboygan	22.1	292
Lewiston–Auburn	22.0	293
Kokomo	21.8	294
Gadsden	21.0	295
Lawton	20.6	296
Cumberland	20.4	297
Bloomington, Ind.	20.0	298
Kankakee	19.8	299
La Crosse	19.8	299
Elmira	19.7	301
San Angelo	19.5	302
Sherman–Denison	19.4	303
Yuma	19.4	303
Bryan–College Station	19.3	305
Iowa City	19.2	306
Bismarck	18.4	307
Owensboro	18.2	308
Dubuque	17.4	309
Rapid City	17.0	310
Pine Bluff	16.9	311
Cheyenne	16.5	312
Jackson, Tenn.	16.5	312
Great Falls	16.2	314
St. Joseph	15.9	315
Victoria	15.8	316
Lawrence, Kans.	15.2	317
Casper	13.5	318
Grand Forks	12.9	319
Enid	10.9	320
Total Above Areas	**42,998.1**	
Percent of U.S.	**78.9611**	
U.S. Total	**54,454.8**	

Total Households

Area	(Thous.)	Rank
New York	3,260.1	1
Los Angeles–Long Beach	3,049.0	2
Chicago	2,229.5	3
Philadelphia	1,802.3	4
Detroit	1,627.1	5
Washington	1,502.0	6
Boston–Lawrence–Salem–Lowell–Brockton	1,409.5	7
Houston	1,207.0	8
Atlanta	1,119.1	9
Dallas	994.0	10
Minneapolis–St. Paul	967.3	11
Riverside–San Bernardino	941.5	12
St. Louis	936.3	13
San Diego	920.6	14
Tampa–St. Petersburg–Clearwater	901.6	15
Baltimore	898.4	16
Nassau–Suffolk	867.6	17
Anaheim–Santa Ana	852.1	18
Phoenix	848.4	19
Pittsburgh	815.1	20
Seattle	811.2	21
Oakland	800.4	22
Cleveland	710.9	23
Miami–Hialeah	709.4	24
Denver	662.1	25
Newark	648.8	26
San Francisco	648.7	27
Kansas City	618.5	28
Sacramento	588.7	29
Cincinnati	554.2	30
Fort Lauderdale–Hollywood–Pompano Beach	547.5	31
Milwaukee	543.4	32
Columbus, Ohio	534.5	33
San Jose	527.4	34
Fort Worth–Arlington	519.1	35
Norfolk–Virginia Beach–Newport News	511.9	36
Portland, Ore.	500.5	37
Indianapolis	488.7	38
San Antonio	469.8	39
Bergen–Passaic	461.9	40
New Orleans	457.1	41
Charlotte–Gastonia–Rock Hill	455.6	42
Hartford–New Britain–Middletown–Bristol	428.3	43
Orlando	426.4	44
West Palm Beach–Boca Raton–Delray Beach	393.0	45
Nashville	388.6	46
Greensboro–Winston-Salem–High Point	380.0	47
Rochester, N.Y.	376.8	48
Buffalo	376.3	49
Monmouth–Ocean	376.2	50
Total Top 50	**43,064.4**	
Middlesex–Somerset–Hunterdon	374.0	51
Oklahoma City	371.2	52
Louisville	369.5	53
Dayton–Springfield	367.7	54
Memphis	365.1	55
Jacksonville, Fla.	357.6	56
Salt Lake City–Ogden	357.4	57
Birmingham	349.1	58
Providence–Pawtucket–Woonsocket	347.9	59
Albany–Schenectady–Troy	340.7	60
Richmond–Petersburg	340.2	61
Austin	318.8	62
Las Vegas	316.0	63
New Haven–Waterbury–Meriden	307.5	64
Bridgeport–Stamford–Norwalk–Danbury	303.7	65
Raleigh–Durham	301.4	66
Scranton–Wilkes-Barre	283.1	67
Tulsa	280.0	68
Tucson	272.1	69
Honolulu	271.2	70
Allentown–Bethlehem–Easton	265.6	71
Worcester–Fitchburg–Leominster	265.2	72
Grand Rapids	251.5	73
Akron	250.9	74
Greenville–Spartanburg	246.9	75
Syracuse	245.0	76
Knoxville	242.4	77
Omaha	235.2	78
Fresno	233.7	79
Toledo	232.8	80
Harrisburg–Lebanon–Carlisle	230.0	81
Springfield, Mass.	222.2	82
Oxnard–Ventura	221.8	83
Tacoma	221.4	84
Wilmington, Del.	217.9	85
Gary–Hammond	215.6	86
Jersey City	205.6	87
Little Rock–North Little Rock	198.7	88
Albuquerque	194.9	89
Bakersfield	193.3	90
Baton Rouge	190.3	91
New Bedford–Fall River–Attleboro	189.4	92
Youngstown–Warren	186.5	93
El Paso	185.5	94
Charleston, S.C.	183.8	95
Lake County, Ill.	181.0	96
Wichita	179.0	97
Mobile	176.7	98
Johnson City–Kingsport–Bristol	171.6	99
Melbourne–Titusville–Palm Bay	170.4	100
Total Top 100	**56,063.4**	
Chattanooga	168.4	101
Columbia, S.C.	166.6	102
Stockton	163.6	103
Vallejo–Fairfield–Napa	163.5	104
Lakeland–Winter Haven	161.2	105
Daytona Beach	161.0	106
Flint	160.8	107
York	160.1	108
Lansing–East Lansing	158.7	109
Des Moines	156.4	110
Lancaster	156.4	110
Santa Rosa–Petaluma	156.0	112
Colorado Springs	154.1	113
Canton	149.8	114
Fort Myers–Cape Coral	149.4	115
Saginaw–Bay City–Midland	148.5	116
Madison	145.6	117
Augusta	145.4	118
Spokane	143.4	119
Jackson, Miss.	142.4	120
Fort Wayne	138.5	121
Lexington-Fayette	136.9	122
Davenport–Rock Island–Moline	134.8	123
Beaumont–Port Arthur	133.1	124
Modesto	132.9	125
Santa Barbara–Santa Maria–Lompoc	132.3	126
Pensacola	132.0	127
Portsmouth–Dover–Rochester	131.6	128
Joliet	131.5	129
Sarasota	130.2	130
Reading	130.0	131
Manchester–Nashua	129.2	132
Peoria	129.2	132
Atlantic City	125.6	134
Aurora–Elgin	125.0	135
Shreveport	124.7	136
Corpus Christi	119.5	137
Huntington–Ashland	119.3	138
Trenton	118.6	139
Appleton–Oshkosh–Neenah	118.0	140
Utica–Rome	116.8	141
Salinas–Seaside–Monterey	115.9	142
Eugene–Springfield	112.6	143
Evansville	109.3	144
McAllen–Edinburg–Mission	108.8	145
Rockford	108.5	146
Fort Pierce	107.7	147
Montgomery	107.4	148
Hamilton–Middletown	106.9	149
Reno	106.7	150
Total Top 150	**62,848.2**	
Ann Arbor	106.4	151
Macon–Warner Robins	105.3	152
Orange County, N.Y.	104.9	153
Salem, Ore.	104.6	154
Visalia–Tulare–Porterville	102.3	155
Erie	101.7	156
Binghamton	100.4	157
Charleston, W.Va.	100.4	157
Portland, Me.	96.3	159
Lorain–Elyria	95.8	160
Springfield, Mo.	95.7	161
Huntsville	95.1	162
Bradenton	94.9	163
Duluth	94.5	164
New London–Norwich	94.2	165
South Bend–Mishawaka	93.3	166
Vancouver	92.8	167
Fayetteville, N.C.	92.6	168
Poughkeepsie	91.6	169
Savannah	91.5	170
Tallahassee	91.2	171
Johnstown	90.8	172
Boulder–Longmont	90.5	173
Roanoke	90.0	174
Columbus, Ga.	87.7	175
Hickory–Morganton	86.9	176
Killeen–Temple	86.7	177
Niagara Falls	85.0	178
Anchorage	84.9	179
Kalamazoo	84.6	180
Santa Cruz	84.6	180
Lincoln	84.3	182
Ocala	83.2	183
Lubbock	82.9	184
Galveston–Texas City	82.4	185
Gainesville	80.7	186
Boise	79.4	187
Springfield, Ill.	77.2	188
Lafayette, La.	75.6	189
Brownsville–Harlingen	74.9	190
Chico	74.8	191
Fort Collins–Loveland	74.5	192
Green Bay	73.5	193
Bremerton	72.9	194
Amarillo	72.8	195
Provo–Orem	72.3	196
Asheville	72.2	197
Biloxi–Gulfport	71.9	198
Beaver County, Pa.	71.5	199
Waco	71.0	200
Total Top 200	**67,213.4**	
Fort Smith	68.5	201
Yakima	66.7	202
Naples	66.3	203
Cedar Rapids	66.2	204
St. Cloud	66.2	204
Brazoria	65.0	206
Olympia	64.8	207
Topeka	64.8	207
Champaign–Urbana–Rantoul	64.4	209
Racine	64.2	210
Wheeling	62.2	211
Benton Harbor	61.4	212
Longview–Marshall	61.2	213
Lake Charles	60.8	214
Houma–Thibodaux	60.6	215
Redding	59.6	216
Medford	59.3	217
Athens	59.0	218
Fargo–Moorhead	58.9	219
Muskegon	58.6	220
Tyler	58.2	221
Elkhart–Goshen	57.8	222
Parkersburg–Marietta	57.7	223
Merced	57.5	224
Clarksville–Hopkinsville	57.0	225
Tuscaloosa	56.4	226
Anderson, S.C.	56.3	227
Lima	55.8	228
Fort Walton Beach	55.5	229
Richland–Kennewick–Pasco	55.2	230
Bangor	54.8	231
Steubenville–Weirton	54.7	232
Waterloo–Cedar Falls	54.6	233
Jackson, Mich.	54.5	234
Pittsfield	53.9	235
Joplin	53.6	236
Jamestown–Dunkirk	53.3	237
Lynchburg	52.9	238
Battle Creek	52.4	239
Janesville–Beloit	52.4	239
Burlington, Vt.	51.8	241
Eau Claire	51.2	242
Florence, Ala.	51.1	243
Panama City	50.8	244
Bellingham	50.5	245
Monroe	50.4	246
Altoona	50.3	247
Charlottesville	49.9	248
Anderson, Ind.	49.6	249
Dothan	49.3	250
Total Top 250	**70,081.5**	
Wilmington, N.C.	49.3	250
Sioux Falls	48.9	252
Terre Haute	48.8	253
Greeley	48.1	254
Mansfield	48.1	254
Kenosha	47.8	256
Bloomington–Normal	47.7	257
Pueblo	47.6	258
Las Cruces	47.4	259
Vineland–Millville–Bridgeton	47.1	260
Santa Fe	46.5	261
Lafayette–West Lafayette	46.3	262
Alexandria, La.	46.0	263
Williamsport	45.6	264
Decatur, Ill.	45.3	265
Sharon	45.3	265
Hagerstown	45.2	267
Texarkana	45.2	267
Wichita Falls	45.2	267
Yuba City	45.2	267
Muncie	45.1	271
Bryan–College Station	44.7	272
Fayetteville–Springdale	44.7	272
Billings	44.5	274
Glens Falls	43.8	275
Abilene	43.6	276
Burlington, N.C.	43.4	277
State College	43.3	278
Sioux City	43.2	279
Anniston	43.1	280
Columbia, Mo.	42.6	281
Jacksonville, N.C.	42.6	282
Wausau	42.1	283
Danville, Va.	42.0	284
Odessa	41.7	285
Rochester, Minn.	41.2	286
Lewiston–Auburn	40.8	287
Florence, S.C.	40.7	288
Pascagoula	40.5	289
Bloomington, Ind.	40.1	290
Cumberland	39.6	291
Midland, Tex.	39.5	292
Albany, Ga.	39.1	293
Sheboygan	39.1	293
Decatur, Ala.	38.9	295
Gadsden	38.7	296
Lawton	37.8	297
La Crosse	37.4	298
Kokomo	37.3	299
Sherman–Denison	37.1	300
Yuma	36.9	301
Iowa City	36.8	302
San Angelo	36.2	303
Laredo	35.8	304
Elmira	35.5	305
Kankakee	34.5	306
Owensboro	33.2	307
St. Joseph	32.2	308
Rapid City	31.8	309
Bismarck	31.5	310
Lawrence, Kans.	31.1	311
Dubuque	30.7	312
Great Falls	30.3	313
Pine Bluff	30.1	314
Jackson, Tenn.	29.9	315
Cheyenne	28.5	316
Victoria	26.3	317
Grand Forks	25.7	318
Casper	23.5	319
Enid	21.7	320
Total Above Areas	**72,878.3**	
Percent of U.S.	**77.7968**	
U.S. Total	**93,677.8**	

Single-Person Households

Area	(Thous.)	Rank
New York	1,044.6	1
Los Angeles–Long Beach	770.8	2
Chicago	608.8	3
Philadelphia	462.9	4
Detroit	401.9	5
Washington	381.5	6
Boston–Lawrence–Salem–Lowell–Brockton	377.4	7
Houston	304.9	8
Dallas	262.5	9
Atlanta	259.7	10
Tampa–St. Petersburg–Clearwater	255.8	11
Minneapolis–St. Paul	244.9	12
St. Louis	244.6	13
Pittsburgh	231.1	14
Seattle	225.4	15
Phoenix	215.7	16
San Diego	214.3	17
Baltimore	214.1	18
San Francisco	212.2	19
Oakland	204.1	20
Cleveland	200.9	21
Denver	192.2	22
Riverside–San Bernardino	188.6	23
Anaheim–Santa Ana	178.9	24
Miami–Hialeah	178.5	25
Fort Lauderdale–Hollywood–Pompano Beach	164.2	26
Kansas City	163.1	27
Newark	154.0	28
Cincinnati	148.5	29
Nassau–Suffolk	146.1	30
Sacramento	142.8	31
Milwaukee	140.6	32
Columbus, Ohio	139.3	33
Portland, Ore.	136.1	34
Indianapolis	126.5	35
Fort Worth–Arlington	126.0	36
New Orleans	122.4	37
San Jose	116.4	38
West Palm Beach–Boca Raton–Delray Beach	109.8	39
Norfolk–Virginia Beach–Newport News	109.7	40
San Antonio	109.6	41
Charlotte–Gastonia–Rock Hill	107.1	42
Bergen–Passaic	106.6	43
Buffalo	106.6	43
Hartford–New Britain–Middletown–Bristol	106.3	45
Oklahoma City	99.1	46
Orlando	98.0	47
Nashville	97.0	48
Greensboro–Winston-Salem–High Point	96.7	49
Rochester, N.Y.	95.3	50
Total Top 50	11,144.1	
Louisville	94.9	51
Austin	93.4	52
Providence–Pawtucket–Woonsocket	93.0	53
Albany–Schenectady–Troy	92.9	54
Dayton–Springfield	92.9	54
Memphis	90.8	56
Monmouth–Ocean	89.3	57
Jacksonville, Fla.	88.8	58
Birmingham	87.6	59
Richmond–Petersburg	86.3	60
Las Vegas	81.9	61
Raleigh–Durham	81.7	62
New Haven–Waterbury–Meriden	81.0	63
Middlesex–Somerset–Hunterdon	79.1	64
Scranton–Wilkes-Barre	77.0	65
Tucson	76.8	66
Tulsa	75.0	67
Salt Lake City–Ogden	74.8	68
Bridgeport–Stamford–Norwalk–Danbury	70.6	69
Worcester–Fitchburg–Leominster	64.6	70
Allentown–Bethlehem–Easton	63.4	71
Akron	62.9	72
Syracuse	62.6	73
Knoxville	61.7	74
Toledo	61.7	74
Omaha	60.6	76
Jersey City	59.9	77
Harrisburg–Lebanon–Carlisle	59.3	78
Greenville–Spartanburg	59.0	79
Springfield, Mass.	57.4	80
Grand Rapids	54.7	81
Honolulu	53.0	82
Tacoma	52.7	83
Albuquerque	51.8	84
Wilmington, Del.	51.1	85
Little Rock–North Little Rock	50.2	86
Fresno	49.7	87
Gary–Hammond	49.2	88
Wichita	47.5	89
Youngstown–Warren	46.7	90
New Bedford–Fall River–Attleboro	45.9	91
Baton Rouge	44.2	92
Daytona Beach	43.2	93
Des Moines	41.2	94
Melbourne–Titusville–Palm Bay	41.1	95
Mobile	41.1	95
Chattanooga	41.0	97
Johnson City–Kingsport–Bristol	40.9	98
Spokane	40.2	99
Bakersfield	39.9	100
Total Top 100	14,350.3	
Columbia, S.C.	39.9	100
Charleston, S.C.	39.8	102
Oxnard–Ventura	39.5	103
Flint	39.1	104
Madison	39.0	105
Santa Rosa–Petaluma	39.0	105
Lansing–East Lansing	38.8	107
Colorado Springs	37.2	108
Lakeland–Winter Haven	36.8	109
Sarasota	36.6	110
Canton	36.2	111
Davenport–Rock Island–Moline	36.2	111
Lexington-Fayette	35.9	113
Fort Myers–Cape Coral	35.0	114
Stockton	34.8	115
Saginaw–Bay City–Midland	34.6	116
Jackson, Miss.	34.4	117
York	34.4	117
Atlantic City	34.3	119
Fort Wayne	34.1	120
Lake County, Ill.	34.1	120
Augusta	33.6	122
Vallejo–Fairfield–Napa	33.5	123
Peoria	33.4	124
Lancaster	33.3	125
Shreveport	32.5	126
Beaumont–Port Arthur	32.3	127
El Paso	32.1	128
Utica–Rome	31.5	129
Reading	31.1	130
Santa Barbara–Santa Maria–Lompoc	30.9	131
Pensacola	30.1	132
Reno	29.9	133
Trenton	29.2	134
Manchester–Nashua	29.0	135
Huntington–Ashland	28.9	136
Eugene–Springfield	28.7	137
Evansville	28.6	138
Ann Arbor	28.5	139
Duluth	27.5	140
Appleton–Oshkosh–Neenah	27.3	141
Portsmouth–Dover–Rochester	26.9	142
Modesto	26.8	143
Montgomery	26.8	143
Charleston, W.Va.	26.4	145
Rockford	26.4	145
Erie	26.3	147
Binghamton	26.1	148
Bradenton	26.1	148
Corpus Christi	25.8	150
Total Top 150	15,969.5	
Salem, Ore.	25.6	151
Macon–Warner Robins	25.3	152
South Bend–Mishawaka	25.1	153
Aurora–Elgin	24.8	154
Portland, Me.	24.7	155
Springfield, Mo.	24.7	155
Fort Pierce	24.4	157
Joliet	24.3	158
Tallahassee	24.3	158
Boulder–Longmont	24.2	160
Roanoke	24.2	160
Salinas–Seaside–Monterey	24.0	162
Johnstown	23.7	163
Lincoln	23.6	164
Huntsville	23.3	165
Savannah	23.2	166
Springfield, Ill.	22.8	167
Hamilton–Middletown	22.7	168
Niagara Falls	22.6	169
Gainesville	22.5	170
New London–Norwich	22.1	171
Lubbock	21.5	172
Columbus, Ga.	21.3	173
Kalamazoo	21.3	173
Orange County, N.Y.	21.0	175
Vancouver	20.9	176
Poughkeepsie	20.7	177
Santa Cruz	20.7	177
Galveston–Texas City	20.4	179
Lorain–Elyria	20.3	180
Anchorage	19.8	181
Asheville	19.6	182
Hickory–Morganton	19.6	182
Ocala	19.4	184
Amarillo	19.3	185
Chico	19.3	185
Boise	19.0	187
Champaign–Urbana–Rantoul	18.8	188
Visalia–Tulare–Porterville	18.8	188
Waco	18.6	190
Fayetteville, N.C.	18.3	191
Topeka	18.2	192
Green Bay	18.0	193
Killeen–Temple	18.0	193
Lafayette, La.	18.0	193
Beaver County, Pa.	17.7	196
Biloxi–Gulfport	17.6	197
Fort Collins–Loveland	17.4	198
Wheeling	17.3	199
Cedar Rapids	16.9	200
Total Top 200	17,029.3	
Bremerton	16.4	201
Fort Smith	16.4	201
Fargo–Moorhead	16.0	203
Olympia	15.8	204
Longview–Marshall	15.5	205
Yakima	15.3	206
Benton Harbor	15.2	207
Naples	15.2	207
Pittsfield	15.1	209
McAllen–Edinburg–Mission	14.9	210
Tuscaloosa	14.8	211
Athens	14.6	212
Medford	14.5	213
Racine	14.4	214
Tyler	14.4	214
Jamestown–Dunkirk	14.2	216
Waterloo–Cedar Falls	14.1	217
Joplin	14.0	218
Parkersburg–Marietta	14.0	218
St. Cloud	13.9	220
Muskegon	13.8	221
Lake Charles	13.7	222
Steubenville–Weirton	13.7	222
Terre Haute	13.7	222
Redding	13.6	225
Battle Creek	13.5	226
Lynchburg	13.4	227
Sioux Falls	13.4	227
Altoona	13.2	229
Anderson, S.C.	13.0	230
Lima	13.0	230
Wilmington, N.C.	13.0	230
Jackson, Mich.	12.9	233
Bellingham	12.8	234
Bloomington–Normal	12.7	235
Elkhart–Goshen	12.7	235
Richland–Kennewick–Pasco	12.7	235
Bangor	12.6	238
Eau Claire	12.6	238
Anderson, Ind.	12.5	240
Charlottesville	12.5	240
Janesville–Beloit	12.5	240
Pueblo	12.5	240
Santa Fe	12.5	240
Brazoria	12.3	245
Brownsville–Harlingen	12.3	245
Monroe	12.3	245
Decatur, Ill.	12.2	248
Burlington, Vt.	12.1	249
Florence, Ala.	12.1	249
Total Top 250	17,713.8	
Billings	12.0	251
Lafayette–West Lafayette	12.0	251
Columbia, Mo.	11.9	253
Muncie	11.9	253
Panama City	11.9	253
Fort Walton Beach	11.8	256
Mansfield	11.8	256
Bloomington, Ind.	11.6	258
Wichita Falls	•11.6	258
Bryan–College Station	11.5	260
Dothan	11.5	260
Kenosha	11.3	262
Sharon	11.3	262
Sioux City	11.2	264
Williamsport	11.2	264
Clarksville–Hopkinsville	11.1	266
Fayetteville–Springdale	11.1	266
Texarkana	11.1	266
Abilene	10.9	269
Greeley	10.9	269
Hagerstown	10.9	269
Alexandria, La.	10.8	272
Burlington, N.C.	10.8	272
Danville, Va.	10.7	274
Houma–Thibodaux	10.7	274
Cumberland	10.6	276
Iowa City	10.4	277
State College	10.4	277
Vineland–Millville–Bridgeton	10.4	277
Merced	10.3	280
Rochester, Minn.	10.3	280
Anniston	10.2	282
Glens Falls	10.2	282
Lewiston–Auburn	10.1	284
La Crosse	9.9	285
Yuba City	9.7	286
Gadsden	9.6	287
Las Cruces	9.5	288
Midland, Tex.	9.5	288
Odessa	9.5	288
Sherman–Denison	9.5	288
Kokomo	9.3	292
Sheboygan	9.3	292
Elmira	9.2	294
St. Joseph	9.1	295
San Angelo	9.1	295
Florence, S.C.	9.0	297
Provo–Orem	9.0	297
Wausau	9.0	297
Albany, Ga.	8.8	300
Decatur, Ala.	8.8	300
Kankakee	8.5	302
Lawrence, Kans.	8.5	302
Owensboro	8.4	304
Great Falls	8.1	305
Bismarck	8.0	306
Pascagoula	8.0	306
Lawton	7.9	308
Dubuque	7.6	309
Jackson, Tenn.	7.6	309
Rapid City	7.6	309
Pine Bluff	7.4	312
Cheyenne	7.3	313
Yuma	7.2	314
Grand Forks	6.7	315
Jacksonville, N.C.	6.7	315
Casper	6.2	317
Enid	5.9	318
Victoria	5.7	319
Laredo	4.6	320
Total Above Areas	**18,385.9**	
Percent of U.S.	**78.6828**	
U.S. Total	**23,367.1**	

Suburban EBI

Area	($000)	Rank
Los Angeles–Long Beach	73,255,035	1
Washington	67,302,014	2
Chicago	65,759,203	3
Philadelphia	63,216,555	4
Detroit	56,691,200	5
Nassau–Suffolk	53,636,941	6
Boston–Lawrence–Salem–Lowell–Brockton	50,561,756	7
Atlanta	41,934,772	8
Anaheim–Santa Ana	39,974,449	9
Newark	33,614,631	10
Riverside–San Bernardino	32,312,991	11
St. Louis	31,564,088	12
Oakland	30,773,948	13
Minneapolis–St. Paul	30,716,205	14
Baltimore	29,313,571	15
Houston	28,228,383	16
New York	27,573,026	17
Bergen–Passaic	26,717,640	18
Seattle	26,088,417	19
Pittsburgh	25,216,488	20
Dallas	24,707,497	21
Cleveland	23,115,670	22
Middlesex–Somerset–Hunterdon	22,497,723	23
Tampa–St. Petersburg–Clearwater	21,543,026	24
San Diego	20,910,620	25
Denver	20,838,223	26
San Francisco	20,365,521	27
Monmouth–Ocean	19,713,290	28
Miami–Hialeah	19,413,730	29
Cincinnati	17,566,742	30
Hartford–New Britain–Middletown–Bristol	16,968,172	31
Sacramento	16,548,119	32
Kansas City	16,031,753	33
Fort Lauderdale–Hollywood–Pompano Beach	15,609,022	34
San Jose	15,099,288	35
Orlando	14,375,839	36
Milwaukee	13,903,206	37
West Palm Beach–Boca Raton–Delray Beach	13,759,181	38
Portland, Ore.	13,176,968	39
Bridgeport–Stamford–Norwalk–Danbury	13,048,927	40
Rochester, N.Y.	12,666,851	41
Columbus, Ohio	11,363,911	42
Dayton–Springfield	11,259,493	43
Lake County, Ill.	11,084,046	44
Fort Worth–Arlington	10,953,993	45
Albany–Schenectady–Troy	10,845,632	46
Salt Lake City–Ogden	10,680,557	47
Richmond–Petersburg	10,482,806	48
New Orleans	10,240,390	49
Louisville	9,841,107	50
Total Top 50	**1,303,042,814**	
Providence–Pawtucket–Woonsocket	9,759,109	51
Buffalo	9,693,406	52
Birmingham	9,418,713	53
New Haven–Waterbury–Meriden	9,117,386	54
Charlotte–Gastonia–Rock Hill	9,038,498	55
Indianapolis	8,877,977	56
Wilmington, Del.	8,647,565	57
Phoenix	8,626,671	58
Oxnard–Ventura	8,295,980	59
Harrisburg–Lebanon–Carlisle	8,119,462	60
Allentown–Bethlehem–Easton	8,045,884	61
Las Vegas	7,934,573	62
Scranton–Wilkes-Barre	7,885,369	63
Worcester–Fitchburg–Leominster	7,874,776	64
Greensboro–Winston-Salem–High Point	7,703,286	65
Grand Rapids	7,533,019	66
Syracuse	7,455,081	67
Honolulu	7,402,272	68
Nashville	7,291,184	69
Greenville–Spartanburg	7,249,812	70
Tacoma	6,160,011	71
Akron	6,155,285	72
Raleigh–Durham	6,054,657	73
York	5,964,298	74
Lancaster	5,912,376	75
Knoxville	5,727,525	76
Memphis	5,687,804	77
San Antonio	5,679,650	78
Trenton	5,656,136	79
Gary–Hammond	5,495,234	80
Springfield, Mass.	5,370,001	81
Charleston, S.C.	5,354,572	82
Joliet	5,337,610	83
Oklahoma City	5,315,377	84
Austin	5,293,360	85
Columbia, S.C.	5,071,130	86
Portsmouth–Dover–Rochester	4,969,617	87
Orange County, N.Y.	4,948,106	88
Atlantic City	4,878,348	89
Jersey City	4,747,061	90
Youngstown–Warren	4,601,914	91
Flint	4,513,907	92
New Bedford–Fall River–Attleboro	4,461,395	93
Bakersfield	4,456,000	94
Augusta	4,433,749	95
Daytona Beach	4,320,944	96
Baton Rouge	4,287,148	97
Reading	4,264,981	98
Jacksonville, Fla.	4,261,004	99
Sarasota	4,247,541	100
Total Top 100	**1,422,659,580**	
Norfolk–Virginia Beach–Newport News	4,199,957	101
Toledo	4,173,864	102
Lansing–East Lansing	4,136,866	103
Poughkeepsie	4,124,969	104
Santa Rosa–Petaluma	4,090,868	105
Melbourne–Titusville–Palm Bay	4,070,317	106
Tucson	4,034,276	107
Tulsa	4,030,040	108
Fresno	4,004,879	109
Fort Pierce	3,850,680	110
Omaha	3,783,048	111
Lakeland–Winter Haven	3,782,091	112
Fort Myers–Cape Coral	3,774,288	113
Canton	3,731,801	114
Aurora–Elgin	3,630,636	115
Chattanooga	3,618,973	116
Pensacola	3,524,276	117
Des Moines	3,508,183	118
Johnson City–Kingsport–Bristol	3,477,453	119
Saginaw–Bay City–Midland	3,445,683	120
Vallejo–Fairfield–Napa	3,421,180	121
Santa Barbara–Santa Maria–Lompoc	3,408,308	122
New London–Norwich	3,377,605	123
Mobile	3,211,191	124
Santa Cruz	3,200,694	125
Little Rock–North Little Rock	3,138,749	126
Manchester–Nashua	3,136,712	127
Stockton	3,055,304	128
Fort Wayne	3,013,657	129
Binghamton	3,002,633	130
Madison	2,990,982	131
Vancouver	2,986,455	132
Portland, Me.	2,977,203	133
Salinas–Seaside–Monterey	2,971,770	134
Ann Arbor	2,916,320	135
Peoria	2,871,049	136
Hamilton–Middletown	2,857,438	137
Brazoria	2,698,507	138
Jackson, Miss.	2,685,557	139
Utica–Rome	2,649,128	140
Spokane	2,575,920	141
Naples	2,575,723	142
Huntington–Ashland	2,543,783	143
Bradenton	2,517,126	144
Bremerton	2,478,596	145
Appleton–Oshkosh–Neenah	2,462,765	146
Beaumont–Port Arthur	2,417,292	147
Davenport–Rock Island–Moline	2,401,089	148
Charleston, W.Va.	2,398,817	149
Johnstown	2,382,235	150
Total Top 150	**1,704,978,516**	
Erie	2,377,495	151
Kalamazoo	2,343,000	152
Rockford	2,326,198	153
Wichita	2,294,900	154
Beaver County, Pa.	2,292,214	155
Hickory–Morganton	2,241,601	156
Niagara Falls	2,211,109	157
Salem, Ore.	2,159,282	158
Fayetteville, N.C.	2,130,179	159
Modesto	2,099,606	160
Benton Harbor	2,066,174	161
Reno	2,051,116	162
Roanoke	1,962,699	163
Lorain–Elyria	1,925,265	164
Olympia	1,897,767	165
Chico	1,845,486	166
Galveston–Texas City	1,841,788	167
Ocala	1,841,207	168
Evansville	1,827,638	169
Macon–Warner Robins	1,822,707	170
Boulder–Longmont	1,801,444	171
Visalia–Tulare–Porterville	1,757,493	172
St. Cloud	1,731,304	173
Killeen–Temple	1,709,218	174
Burlington, Vt.	1,684,215	175
Fort Walton Beach	1,659,151	176
Lexington-Fayette	1,651,672	177
Eugene–Springfield	1,599,019	178
Savannah	1,566,978	179
Jackson, Mich.	1,565,428	180
Green Bay	1,544,496	181
Asheville	1,538,322	182
Muskegon	1,524,075	183
Gainesville	1,522,012	184
Colorado Springs	1,521,623	185
Racine	1,521,255	186
South Bend–Mishawaka	1,498,370	187
Anderson, S.C.	1,487,431	188
Houma–Thibodaux	1,484,182	189
Duluth	1,482,593	190
Yakima	1,461,804	191
Lima	1,453,180	192
Tallahassee	1,440,265	193
Glens Falls	1,433,543	194
Bangor	1,421,822	195
Charlottesville	1,418,078	196
Springfield, Mo.	1,406,948	197
Athens	1,399,784	198
Wheeling	1,380,539	199
Springfield, Ill.	1,379,954	200
Total Top 200	**1,872,582,146**	
Merced	1,376,731	201
Jacksonville, N.C.	1,367,612	202
Pittsfield	1,347,297	203
McAllen–Edinburg–Mission	1,326,795	204
Montgomery	1,307,243	205
Elkhart–Goshen	1,300,397	206
Sharon	1,284,140	207
Parkersburg–Marietta	1,265,168	208
Medford	1,231,944	209
Lake Charles	1,226,556	210
Lafayette, La.	1,221,724	211
Albuquerque	1,217,648	212
State College	1,215,893	213
Huntsville	1,203,777	214
Biloxi–Gulfport	1,197,878	215
Panama City	1,179,616	216
Waco	1,174,329	217
Steubenville–Weirton	1,165,308	218
Williamsport	1,156,050	219
Bellingham	1,135,061	220
Yuba City	1,128,318	221
Boise	1,124,929	222
Hagerstown	1,110,662	223
Florence, Ala.	1,107,614	224
Fort Smith	1,097,857	225
Provo–Orem	1,089,133	226
Battle Creek	1,080,407	227
Joplin	1,079,059	228
Monroe	1,052,074	229
Shreveport	1,051,693	230
Santa Fe	1,051,480	231
Wausau	1,044,298	232
Mansfield	1,024,336	233
Wilmington, N.C.	1,016,884	234
Eau Claire	1,015,923	235
Redding	1,008,769	236
Anniston	1,007,164	237
Tyler	994,772	238
Altoona	994,050	239
Pascagoula	977,337	240
Fort Collins–Loveland	975,473	241
Terre Haute	949,895	242
Jamestown–Dunkirk	946,024	243
Kankakee	944,141	244
Cedar Rapids	925,330	245
Champaign–Urbana–Rantoul	915,958	246
Florence, S.C.	913,432	247
Anderson, Ind.	912,311	248
Burlington, N.C.	903,835	249
Tuscaloosa	898,830	250
Total Top 250	**1,927,824,801**	
Alexandria, La.	896,530	251
Dothan	894,204	252
Brownsville–Harlingen	876,875	253
Lynchburg	875,232	254
Corpus Christi	871,544	255
Elmira	869,382	256
Greeley	865,737	257
Cumberland	847,905	258
Longview–Marshall	837,255	259
Texarkana	793,339	260
Kokomo	787,594	261
Sheboygan	780,175	262
Lafayette–West Lafayette	763,570	263
Richland–Kennewick–Pasco	753,398	264
Janesville–Beloit	719,030	265
Muncie	714,180	266
Kenosha	693,778	267
Topeka	680,798	268
Clarksville–Hopkinsville	677,014	269
Bloomington, Ind.	674,110	270
La Crosse	664,930	271
Columbus, Ga.	645,368	272
Decatur, Ala.	638,144	273
Iowa City	637,917	274
Gadsden	632,768	275
Fargo–Moorhead	631,885	276
Columbia, Mo.	624,543	277
Bloomington–Normal	621,840	278
Las Cruces	618,883	279
Danville, Va.	607,253	280
Waterloo–Cedar Falls	595,299	281
Rochester, Minn.	551,434	282
Sherman–Denison	542,427	283
Amarillo	541,066	284
El Paso	534,174	285
Lewiston–Auburn	530,639	286
Vineland–Millville–Bridgeton	514,132	287
Decatur, Ill.	512,723	288
Fayetteville–Springdale	492,851	289
Yuma	485,724	290
Sioux City	439,418	291
Bismarck	426,050	292
Owensboro	423,710	293
Billings	415,065	294
Lubbock	406,382	295
Albany, Ga.	393,153	296
Rapid City	389,646	297
Jackson, Tenn.	387,214	298
Dubuque	368,849	299
Lincoln	366,336	300
Sioux Falls	352,427	301
Lawton	332,991	302
Wichita Falls	318,787	303
Pine Bluff	316,095	304
Cheyenne	314,333	305
Pueblo	286,450	306
Odessa	271,828	307
Great Falls	264,903	308
Grand Forks	258,176	309
Victoria	238,697	310
Lawrence, Kans.	235,568	311
Bryan–College Station	229,098	312
Midland, Tex.	210,061	313
San Angelo	198,687	314
Casper	177,379	315
Abilene	157,118	316
St. Joseph	143,687	317
Enid	117,555	318
Laredo	56,796	319
Anchorage	0	320
Total Above Areas	**1,963,816,910**	
Percent of U.S.	**100.0000**	
U.S. Total	**1,963,816,910**	

Total Effective Buying Income (EBI)

Area	($000)	Rank
New York	149,120,140	1
Los Angeles–Long Beach	140,872,315	2
Chicago	106,693,442	3
Philadelphia	84,966,348	4
Washington	82,807,786	5
Boston–Lawrence–Salem–Lowell–Brockton	70,275,180	6
Detroit	69,008,249	7
Houston	54,608,495	8
Nassau–Suffolk	53,636,941	9
Atlanta	48,579,858	10
Anaheim–Santa Ana	47,229,731	11
Dallas	45,940,107	12
Minneapolis–St. Paul	41,864,933	13
San Diego	40,840,447	14
Oakland	39,344,321	15
St. Louis	38,851,311	16
Riverside–San Bernardino	38,536,433	17
Baltimore	38,349,342	18
Newark	37,939,378	19
Seattle	37,732,103	20
San Francisco	33,999,308	21
Phoenix	31,270,508	22
Tampa–St. Petersburg–Clearwater	30,413,795	23
Pittsburgh	30,378,056	24
San Jose	29,822,214	25
Bergen–Passaic	28,321,161	26
Denver	28,086,848	27
Cleveland	28,009,404	28
Miami–Hialeah	26,145,796	29
Kansas City	25,924,628	30
Sacramento	24,204,237	31
Middlesex–Somerset–Hunterdon	23,569,843	32
Fort Worth–Arlington	22,505,095	33
Cincinnati	22,408,196	34
Milwaukee	22,353,128	35
Fort Lauderdale–Hollywood–Pompano Beach	22,008,705	36
Hartford–New Britain–Middletown–Bristol	21,624,066	37
Columbus, Ohio	21,361,169	38
Bridgeport–Stamford–Norwalk–Danbury	20,796,314	39
Indianapolis	19,919,143	40
Monmouth–Ocean	19,713,290	41
Portland, Ore.	19,687,214	42
Norfolk–Virginia Beach–Newport News	19,448,668	43
West Palm Beach–Boca Raton–Delray Beach	17,625,264	44
Charlotte–Gastonia–Rock Hill	17,448,531	45
New Orleans	16,867,155	46
San Antonio	16,787,626	47
Orlando	16,778,120	48
Nashville	15,468,643	49
Rochester, N.Y.	15,453,199	50
Total Top 50	**1,955,676,184**	
Honolulu	14,631,226	51
New Haven–Waterbury–Meriden	14,432,431	52
Dayton–Springfield	14,004,896	53
Albany–Schenectady–Troy	13,817,504	54
Salt Lake City–Ogden	13,709,209	55
Richmond–Petersburg	13,703,755	56
Greensboro–Winston-Salem–High Point	13,665,330	57
Memphis	13,635,172	58
Louisville	13,623,424	59
Buffalo	13,260,348	60
Jacksonville, Fla.	13,202,674	61
Providence–Pawtucket–Woonsocket	13,046,653	62
Austin	12,816,120	63
Birmingham	12,676,271	64
Oklahoma City	12,580,300	65
Lake County, Ill.	12,550,405	66
Raleigh–Durham	12,496,707	67
Las Vegas	12,010,367	68
Oxnard–Ventura	11,792,391	69
Worcester–Fitchburg–Leominster	11,465,293	70
Allentown–Bethlehem–Easton	10,887,253	71
Grand Rapids	10,384,777	72
Scranton–Wilkes Barre	9,731,681	73
Omaha	9,728,236	74
Wilmington, Del.	9,659,754	75
Akron	9,527,448	76
Tulsa	9,485,966	77
Syracuse	9,379,763	78
Harrisburg–Lebanon–Carlisle	9,336,477	79
Springfield, Mass.	8,822,142	80
Jersey City	8,743,710	81
Greenville–Spartanburg	8,675,341	82
Tacoma	8,525,859	83
Toledo	8,511,504	84
Tucson	8,483,466	85
Knoxville	8,375,174	86
Fresno	8,321,091	87
Gary–Hammond	7,868,412	88
Baton Rouge	7,399,684	89
New Bedford–Fall River–Attleboro	7,334,546	90
Little Rock–North Little Rock	7,216,025	91
Vallejo–Fairfield–Napa	7,147,437	92
Wichita	7,104,068	93
Bakersfield	7,082,784	94
Albuquerque	6,978,337	95
Santa Rosa–Petaluma	6,854,566	96
Trenton	6,782,113	97
Lancaster	6,576,099	98
Charleston, S.C.	6,485,378	99
Des Moines	6,466,837	100
Total Top 100	**2,466,672,588**	
York	6,458,905	101
Joliet	6,453,798	102
Aurora–Elgin	6,358,098	103
Manchester–Nashua	6,350,280	104
Melbourne–Titusville–Palm Bay	6,340,473	105
Lansing–East Lansing	6,311,687	106
Columbia, S.C.	6,300,724	107
Stockton	6,294,426	108
Santa Barbara–Santa Maria–Lompoc	6,272,008	109
Portsmouth–Dover–Rochester	6,230,070	110
Madison	6,153,767	111
Flint	6,062,024	112
Youngstown–Warren	6,039,451	113
El Paso	5,987,200	114
Mobile	5,752,322	115
Colorado Springs	5,736,053	116
Chattanooga	5,603,955	117
Fort Myers–Cape Coral	5,568,343	118
Atlantic City	5,361,276	119
Fort Wayne	5,337,778	120
Lexington-Fayette	5,326,049	121
Salinas–Seaside–Monterey	5,255,401	122
Saginaw–Bay City–Midland	5,239,263	123
Canton	5,233,570	124
Johnson City–Kingsport–Bristol	5,227,214	125
Jackson, Miss.	5,226,784	126
Reading	5,203,317	127
Lakeland–Winter Haven	5,095,097	128
Daytona Beach	5,093,123	129
Sarasota	5,059,593	130
Modesto	4,996,588	131
Peoria	4,990,801	132
Orange County, N.Y.	4,948,106	133
Spokane	4,909,450	134
Augusta	4,886,002	135
Davenport–Rock Island–Moline	4,883,743	136
Ann Arbor	4,842,662	137
Anchorage	4,621,235	138
Poughkeepsie	4,567,297	139
Appleton–Oshkosh–Neenah	4,539,214	140
Beaumont–Port Arthur	4,514,844	141
Rockford	4,440,855	142
Pensacola	4,391,013	143
New London–Norwich	4,332,410	144
Shreveport	4,310,781	145
Reno	4,254,404	146
Fort Pierce	4,238,705	147
Corpus Christi	4,218,333	148
Hamilton–Middletown	4,209,007	149
Boulder–Longmont	4,064,839	150
Total Top 150	**2,720,764,926**	
Portland, Me.	3,986,565	151
Huntsville	3,983,873	152
Utica–Rome	3,970,361	153
Santa Cruz	3,967,845	154
Montgomery	3,892,813	155
Evansville	3,812,270	156
Eugene–Springfield	3,681,104	157
Binghamton	3,667,013	158
Erie	3,646,389	159
Vancouver	3,630,575	160
Salem, Ore.	3,630,206	161
Macon–Warner Robins	3,608,984	162
Huntington–Ashland	3,524,845	163
Visalia–Tulare–Porterville	3,500,503	164
South Bend–Mishawaka	3,405,729	165
Naples	3,391,987	166
Lincoln	3,385,708	167
Charleston, W.Va.	3,340,037	168
Kalamazoo	3,337,873	169
Lorain–Elyria	3,329,306	170
Springfield, Mo.	3,240,192	171
Boise	3,193,125	172
Roanoke	3,173,337	173
Tallahassee	3,168,921	174
Bradenton	3,140,641	175
Springfield, Ill.	3,122,923	176
Fayetteville, N.C.	3,100,589	177
Galveston–Texas City	3,087,218	178
Savannah	3,062,604	179
Killeen–Temple	3,060,649	180
McAllen–Edinburg–Mission	2,993,234	181
Bremerton	2,963,850	182
Niagara Falls	2,931,417	183
Green Bay	2,889,996	184
Hickory–Morganton	2,877,284	185
Duluth	2,869,209	186
Lubbock	2,853,595	187
Columbus, Ga.	2,754,110	188
Fort Collins–Loveland	2,750,650	189
Cedar Rapids	2,729,064	190
Brazoria	2,698,507	191
Johnstown	2,634,240	192
Provo–Orem	2,613,258	193
Racine	2,606,813	194
Lafayette, La.	2,570,341	195
Amarillo	2,533,257	196
Gainesville	2,529,202	197
Topeka	2,498,089	198
Champaign–Urbana–Rantoul	2,482,664	199
Olympia	2,471,655	200
Total Top 200	**2,889,059,586**	
Ocala	2,395,763	201
Asheville	2,373,607	202
Waco	2,354,411	203
St. Cloud	2,335,643	204
Chico	2,293,189	205
Beaver County, Pa.	2,292,214	206
Burlington, Vt.	2,244,893	207
Elkhart–Goshen	2,232,406	208
Biloxi–Gulfport	2,180,813	209
Fargo–Moorhead	2,147,798	210
Benton Harbor	2,142,207	211
Lake Charles	2,141,451	212
Yakima	2,128,143	213
Pittsfield	2,102,885	214
Fort Smith	2,097,267	215
Bloomington–Normal	2,096,878	216
Sioux Falls	2,086,917	217
Tyler	2,076,837	218
Richland–Kennewick–Pasco	2,063,175	219
Brownsville–Harlingen	2,056,785	220
Longview–Marshall	2,055,522	221
Santa Fe	2,033,098	222
Charlottesville	1,994,139	223
Jackson, Mich.	1,984,378	224
Houma–Thibodaux	1,981,744	225
Merced	1,980,038	226
Fort Walton Beach	1,958,897	227
Clarksville–Hopkinsville	1,933,013	228
Redding	1,924,084	229
Muskegon	1,917,630	230
Bellingham	1,913,245	231
Janesville–Beloit	1,905,928	232
Lima	1,903,158	233
Waterloo–Cedar Falls	1,898,200	234
Medford	1,895,855	235
Bangor	1,890,233	236
Vineland–Millville–Bridgeton	1,874,468	237
Tuscaloosa	1,866,330	238
Parkersburg–Marietta	1,850,848	239
Wheeling	1,841,173	240
Athens	1,822,078	241
Battle Creek	1,803,234	242
Anderson, S.C.	1,777,722	243
Lafayette–West Lafayette	1,769,435	244
Eau Claire	1,730,239	245
Jacksonville, N.C.	1,728,365	246
Wilmington, N.C.	1,720,435	247
Rochester, Minn.	1,716,654	248
Steubenville–Weirton	1,715,190	249
Midland, Tex.	1,703,611	250
Total Top 250	**2,988,991,812**	
Decatur, Ill.	1,679,495	251
Lynchburg	1,675,672	252
Kenosha	1,670,378	253
Monroe	1,653,724	254
Glens Falls	1,653,312	255
Mansfield	1,645,434	256
Dothan	1,630,172	257
Panama City	1,615,762	258
Anderson, Ind.	1,611,764	259
Greeley	1,605,796	260
Terre Haute	1,592,090	261
State College	1,586,966	262
Altoona	1,585,914	263
Joplin	1,583,757	264
Billings	1,582,270	265
Wausau	1,563,652	266
Florence, Ala.	1,561,244	267
Columbia, Mo.	1,559,176	268
Sioux City	1,537,900	269
Iowa City	1,525,769	270
Abilene	1,521,975	271
Hagerstown	1,518,759	272
Wichita Falls	1,516,167	273
Williamsport	1,515,511	274
Muncie	1,511,222	275
Alexandria, La.	1,501,407	276
Burlington, N.C.	1,491,854	277
Sharon	1,483,757	278
Yuba City	1,472,248	279
Texarkana	1,446,166	280
Sheboygan	1,439,615	281
Fayetteville–Springdale	1,432,692	282
Bryan–College Station	1,420,515	283
Jamestown–Dunkirk	1,401,196	284
Lewiston–Auburn	1,395,088	285
Decatur, Ala.	1,388,569	286
Odessa	1,373,396	287
Las Cruces	1,360,283	288
Kokomo	1,345,591	289
Pueblo	1,333,943	290
Bloomington, Ind.	1,330,020	291
Anniston	1,324,133	292
Florence, S.C.	1,307,896	293
Pascagoula	1,282,695	294
San Angelo	1,275,751	295
Rapid City	1,266,610	296
La Crosse	1,264,955	297
Kankakee	1,259,854	298
Sherman–Denison	1,229,366	299
Lawton	1,220,932	300
Elmira	1,218,757	301
Danville, Va.	1,216,447	302
Bismarck	1,170,576	303
Albany, Ga.	1,160,488	304
Dubuque	1,135,012	305
Yuma	1,121,330	306
Owensboro	1,106,900	307
Gadsden	1,090,586	308
Cumberland	1,087,381	309
Lawrence, Kans.	1,096,496	310
Cheyenne	1,063,711	311
Great Falls	1,029,820	312
Laredo	1,016,874	313
St. Joseph	1,001,411	314
Jackson, Tenn.	979,743	315
Victoria	947,794	316
Grand Forks	927,700	317
Pine Bluff	905,271	318
Casper	862,403	319
Enid	621,828	320
Total Above Areas	**3,083,494,753**	
Percent of U.S.	**82.6903**	
U.S. Total	**3,728,967,043**	

Median Household EBI

Area	($)	Rank
Middlesex–Somerset–Hunterdon	55,212	1
Nassau–Suffolk	53,425	2
Lake County, Ill.	52,751	3
Bridgeport–Stamford–Norwalk–Danbury	51,203	4
Bergen–Passaic	49,975	5
San Jose	49,087	6
Washington	47,347	7
Newark	47,321	8
Trenton	47,080	9
Anaheim–Santa Ana	46,655	10
Anchorage	46,573	11
Oxnard–Ventura	46,542	12
Joliet	45,293	13
Aurora–Elgin	45,266	14
Honolulu	45,046	15
Poughkeepsie	44,063	16
Monmouth–Ocean	43,790	17
Manchester–Nashua	43,623	18
Hartford–New Britain–Middletown–Bristol	43,379	19
Boston–Lawrence–Salem–Lowell–Brockton	42,278	20
Oakland	42,048	21
Orange County, N.Y.	41,834	22
Portsmouth–Dover–Rochester	41,644	23
San Francisco	41,307	24
New Haven–Waterbury–Meriden	40,285	25
Chicago	39,440	26
Seattle	39,065	27
New London–Norwich	39,019	28
Philadelphia	39,012	29
Santa Cruz	38,972	30
Wilmington, Del.	38,694	31
Vallejo–Fairfield–Napa	38,668	32
Worcester–Fitchburg–Leominster	38,138	33
Burlington, Vt.	37,954	34
Ann Arbor	37,643	35
Minneapolis–St. Paul	37,580	36
Boulder–Longmont	37,543	37
Santa Rosa–Petaluma	37,405	38
Santa Barbara–Santa Maria–Lompoc	36,991	39
Bloomington–Normal	36,740	40
Dallas	36,696	41
Atlanta	36,536	42
Baltimore	36,520	43
Rochester, Minn.	36,428	44
Brazoria	36,422	45
Lancaster	36,372	46
Fort Worth–Arlington	36,316	47
Madison	36,172	48
Detroit	36,150	49
Racine	36,099	50
Los Angeles–Long Beach	36,039	51
Huntsville	35,828	52
Cedar Rapids	35,801	53
San Diego	35,776	54
Jersey City	35,753	55
Rochester, N.Y.	35,735	56
Houston	35,648	57
Grand Rapids	35,647	58
Milwaukee	35,476	59
Atlantic City	35,452	60
Denver	35,408	61
Sioux Falls	35,387	62
Rockford	35,334	63
York	35,312	64
Kansas City	35,208	65
St. Louis	35,125	66
Allentown–Bethlehem–Easton	35,122	67
Raleigh–Durham	35,116	68
Naples	35,104	69
Des Moines	35,095	70
Salinas–Seaside–Monterey	35,004	71
Albany–Schenectady–Troy	34,926	72
Omaha	34,898	73
Harrisburg–Lebanon–Carlisle	34,835	74
Santa Fe	34,835	74
Portland, Me.	34,729	76
Sacramento	34,689	77
Reading	34,628	78
New York	34,572	79
Riverside–San Bernardino	34,542	80
Springfield, Ill.	34,403	81
Bremerton	34,372	82
Indianapolis	34,263	83
Richmond–Petersburg	34,244	84
Lansing–East Lansing	34,233	85
Green Bay	34,218	86
Appleton–Oshkosh–Neenah	34,142	87
Vancouver	34,132	88
Hamilton–Middletown	34,128	89
New Bedford–Fall River–Attleboro	33,998	90
Springfield, Mass.	33,948	91
Lincoln	33,698	92
Cincinnati	33,563	93
Boise	33,548	94
Olympia	33,531	95
Columbus, Ohio	33,529	96
Vineland–Millville–Bridgeton	33,462	97
Midland, Tex.	33,400	98
Wichita	33,362	99
Flint	33,339	100
Salt Lake City–Ogden	33,194	101
Topeka	33,182	102
Fort Wayne	33,157	103
Sheboygan	33,148	104
Kalamazoo	33,068	105
Portland, Ore.	32,961	106
West Palm Beach–Boca Raton–Delray Beach	32,926	107
Syracuse	32,925	108
Peoria	32,920	109
Dayton–Springfield	32,689	110
Pittsfield	32,687	111
Wausau	32,665	112
Richland–Kennewick–Pasco	32,664	113
Elkhart–Goshen	32,632	114
Iowa City	32,628	115
Tacoma	32,616	116
Nashville	32,568	117
Reno	32,561	118
Cleveland	32,543	119
Rapid City	32,541	120
Gary–Hammond	32,519	121
Charlottesville	32,437	122
Charlotte–Gastonia–Rock Hill	32,316	123
Orlando	32,102	124
Janesville–Beloit	32,048	125
Stockton	31,867	126
Norfolk–Virginia Beach–Newport News	31,853	127
Kokomo	31,844	128
Fort Lauderdale–Hollywood–Pompano Beach	31,839	129
Austin	31,835	130
Providence–Pawtucket–Woonsocket	31,744	131
Baton Rouge	31,743	132
Cheyenne	31,737	133
Columbia, S.C.	31,696	134
Bismarck	31,636	135
Akron	31,494	136
Decatur, Ill.	31,489	137
Melbourne–Titusville–Palm Bay	31,471	138
Jackson, Mich.	31,402	139
Glens Falls	31,370	140
Kankakee	31,314	141
Dubuque	31,311	142
Binghamton	31,276	143
Lexington–Fayette	31,230	144
Casper	31,189	145
Modesto	31,101	146
Lorain–Elyria	31,041	147
Las Vegas	31,025	148
Colorado Springs	30,835	149
Decatur, Ala.	30,817	150
Davenport–Rock Island–Moline	30,815	151
Fort Collins–Loveland	30,815	151
Bellingham	30,713	153
Galveston–Texas City	30,652	154
Kenosha	30,613	155
Niagara Falls	30,540	156
Lafayette–West Lafayette	30,479	157
Toledo	30,443	158
Provo–Orem	30,441	159
Louisville	30,367	160
Fargo–Moorhead	30,361	161
Billings	30,360	162
St. Cloud	30,257	163
Saginaw–Bay City–Midland	30,244	164
South Bend–Mishawaka	30,211	165
Phoenix	30,162	166
Bakersfield	30,139	167
Jacksonville, Fla.	30,051	168
Fort Pierce	30,024	169
Champaign–Urbana–Rantoul	29,977	170
Little Rock–North Little Rock	29,900	171
Greensboro–Winston Salem–High Point	29,843	172
Sarasota	29,715	173
Memphis	29,706	174
Erie	29,682	175
Canton	29,677	176
Benton Harbor	29,671	177
Greenville–Spartanburg	29,662	178
Lima	29,659	179
Roanoke	29,611	180
Montgomery	29,595	181
Buffalo	29,594	182
Pittsburgh	29,540	183
Fort Myers–Cape Coral	29,478	184
Lewiston–Auburn	29,384	185
Charleston, S.C.	29,356	186
Battle Creek	29,351	187
Sioux City	29,298	188
Jackson, Miss.	29,247	189
Grand Forks	29,243	190
Evansville	29,197	191
Mansfield	29,184	192
Burlington, N.C.	29,177	193
Albuquerque	29,145	194
Victoria	29,084	195
Waterloo–Cedar Falls	29,065	196
Birmingham	29,003	197
Hagerstown	28,991	198
La Crosse	28,956	199
Salem, Ore.	28,947	200
Wilmington, N.C.	28,945	201
State College	28,877	202
Fort Walton Beach	28,843	203
Columbia, Mo.	28,826	204
Bangor	28,808	205
Hickory–Morganton	28,795	206
Macon–Warner Robins	28,788	207
New Orleans	28,757	208
Elmira	28,746	209
Eau Claire	28,662	210
Lake Charles	28,652	211
Utica–Rome	28,582	212
San Antonio	28,316	213
Augusta	28,253	214
Tyler	28,245	215
Williamsport	28,213	216
Greeley	28,197	217
Owensboro	28,114	218
Scranton–Wilkes-Barre	28,095	219
Lawrence, Kans.	28,004	220
Spokane	27,910	221
Fresno	27,901	222
Corpus Christi	27,883	223
Muskegon	27,847	224
San Angelo	27,752	225
Beaumont–Port Arthur	27,704	226
Oklahoma City	27,639	227
Amarillo	27,619	228
Sharon	27,612	229
Anderson, Ind.	27,542	230
Savannah	27,537	231
Springfield, Mo.	27,465	232
Abilene	27,406	233
Miami–Hialeah	27,401	234
Parkersburg–Marietta	27,363	235
Shreveport	27,347	236
Tulsa	27,318	237
Killeen–Temple	27,301	238
Knoxville	27,281	239
Sherman–Denison	27,281	239
Great Falls	27,267	241
Longview–Marshall	27,237	242
Tallahassee	27,203	243
Asheville	27,199	244
Merced	27,186	245
Youngstown–Warren	27,162	246
Eugene–Springfield	27,136	247
Pascagoula	27,084	248
Anderson, S.C.	27,026	249
Charleston, W.Va.	26,982	250
Pensacola	26,962	251
Dothan	26,916	252
Visalia–Tulare–Porterville	26,877	253
Chattanooga	26,836	254
Tampa–St. Petersburg–Clearwater	26,703	255
Beaver County, Pa.	26,666	256
Bradenton	26,626	257
Fayetteville, N.C.	26,590	258
Odessa	26,589	259
Lubbock	26,553	260
Lafayette, La.	26,508	261
Jackson, Tenn.	26,475	262
Redding	26,473	263
Muncie	26,464	264
Wichita Falls	26,427	265
Medford	26,379	266
Houma–Thibodaux	26,284	267
Steubenville–Weirton	26,275	268
Altoona	26,044	269
Florence, S.C.	26,037	270
Mobile	26,028	271
Anniston	26,016	272
Lynchburg	25,976	273
Waco	25,958	274
Clarksville–Hopkinsville	25,948	275
St. Joseph	25,945	276
Tuscaloosa	25,834	277
Fayetteville–Springdale	25,797	278
Lawton	25,728	279
Bloomington, Ind.	25,670	280
Texarkana	25,645	281
Terre Haute	25,625	282
Yakima	25,603	283
Duluth	25,546	284
Yuba City	25,534	285
Panama City	25,525	286
Lakeland–Winter Haven	25,514	287
Daytona Beach	25,187	288
El Paso	25,059	289
Alexandria, La.	24,837	290
Florence, Ala.	24,773	291
Fort Smith	24,764	292
Tucson	24,670	293
Jacksonville, N.C.	24,663	294
Monroe	24,530	295
Johnson City–Kingsport–Bristol	24,381	296
Columbus, Ga.	24,366	297
Albany, Ga.	24,363	298
Biloxi–Gulfport	24,294	299
Chico	24,138	300
Wheeling	24,086	301
Joplin	24,049	302
Enid	24,027	303
Athens	24,026	304
Danville, Va.	23,987	305
Pine Bluff	23,927	306
Yuma	23,926	307
Johnstown	23,617	308
Gainesville	23,460	309
Huntington–Ashland	23,452	310
Pueblo	23,257	311
Gadsden	23,189	312
Las Cruces	23,119	313
Ocala	23,116	314
Bryan–College Station	22,291	315
Jamestown–Dunkirk	22,155	316
Cumberland	22,088	317
Laredo	20,714	318
Brownsville–Harlingen	19,881	319
McAllen–Edinburg–Mission	19,755	320
Median Above Areas	**34,317**	
U.S. Median	**32,873**	

Households with EBIs of $50,000 and Above

Area	(Thous.)	Rank
New York	1,053.1	1
Los Angeles–Long Beach	1,001.2	2
Chicago	816.0	3
Washington	696.9	4
Philadelphia	645.4	5
Boston–Lawrence–Salem–Lowell–Brockton	571.0	6
Detroit	519.6	7
Nassau–Suffolk	473.7	8
Houston	389.2	9
Anaheim–Santa Ana	389.1	10
Atlanta	346.1	11
Dallas	326.5	12
Oakland	318.8	13
Newark	305.4	14
Minneapolis–St. Paul	299.8	15
San Diego	284.2	16
Seattle	280.2	17
Baltimore	278.9	18
St. Louis	275.1	19
Riverside–San Bernardino	269.2	20
San Jose	257.5	21
San Francisco	255.0	22
Bergen–Passaic	230.8	23
Middlesex–Somerset–Hunterdon	210.4	24
Denver	199.9	25
Pittsburgh	187.4	26
Cleveland	186.4	27
Phoenix	184.8	28
Kansas City	182.2	29
Hartford–New Britain–Middletown–Bristol	176.4	30
Sacramento	171.5	31
Fort Worth–Arlington	163.7	32
Monmouth–Ocean	159.4	33
Tampa–St. Petersburg–Clearwater	158.8	34
Milwaukee	157.7	35
Bridgeport–Stamford–Norwalk–Danbury	155.8	36
Miami–Hialeah	154.4	37
Cincinnati	153.1	38
Fort Lauderdale–Hollywood–Pompano Beach	143.3	39
Columbus, Ohio	142.9	40
Indianapolis	136.2	41
Portland, Ore.	124.8	42
Honolulu	119.0	43
Norfolk–Virginia Beach–Newport News	116.6	44
New Haven–Waterbury–Meriden	114.3	45
Charlotte–Gastonia–Rock Hill	111.9	46
Rochester, N.Y.	111.8	47
West Palm Beach–Boca Raton–Delray Beach	108.7	48
New Orleans	108.1	49
Orlando	103.1	50
Total Top 50	**14,335.2**	
Oxnard–Ventura	101.9	51
Nashville	100.1	52
San Antonio	98.3	53
Albany–Schenectady–Troy	97.5	54
Lake County, Ill.	96.2	55
Richmond–Petersburg	92.2	56
Dayton–Springfield	92.0	57
Raleigh–Durham	89.5	58
Worcester–Fitchburg–Leominster	89.0	59
Memphis	86.5	60
Salt Lake City–Ogden	85.3	61
Austin	84.6	62
Louisville	84.2	63
Providence–Pawtucket–Woonsocket	82.5	64
Buffalo	82.0	65
Birmingham	79.0	66
Greensboro–Winston-Salem–High Point	78.9	67
Jacksonville, Fla.	76.7	68
Allentown–Bethlehem–Easton	75.1	69
Wilmington, Del.	72.5	70
Las Vegas	70.7	71
Grand Rapids	69.2	72
Oklahoma City	68.0	73
Omaha	67.4	74
Jersey City	66.0	75
Syracuse	63.1	76
Harrisburg–Lebanon–Carlisle	62.1	77
Akron	61.4	78
Springfield, Mass.	60.8	79
Joliet	55.9	80
Trenton	55.2	81
Scranton–Wilkes-Barre	54.3	82
Aurora–Elgin	54.1	83
Tacoma	53.9	84
Vallejo–Fairfield–Napa	53.6	85
Toledo	53.4	86
New Bedford–Fall River–Attleboro	53.2	87
Manchester–Nashua	52.5	88
Gary–Hammond	51.9	89
Baton Rouge	51.8	90
Tulsa	51.8	90
Greenville–Spartanburg	51.3	92
Santa Rosa–Petaluma	50.1	93
Portsmouth–Dover–Rochester	49.3	94
Fresno	48.5	95
Knoxville	48.4	96
Wichita	46.7	97
Flint	44.7	98
Lancaster	44.4	99
Bakersfield	44.2	100
Total Top 100	**17,736.3**	
Lansing–East Lansing	44.2	100
Des Moines	44.0	102
Santa Barbara–Santa Maria–Lompoc	43.9	103
Little Rock–North Little Rock	43.7	104
Madison	43.5	105
Albuquerque	42.9	106
York	42.4	107
Tucson	41.6	108
Stockton	40.9	109
Orange County, N.Y.	40.4	110
Melbourne–Titusville–Palm Bay	39.9	111
Anchorage	38.9	112
Columbia, S.C.	38.6	113
Atlantic City	38.1	114
Poughkeepsie	38.1	114
Ann Arbor	36.7	116
Charleston, S.C.	35.8	117
Reading	34.9	118
Peoria	34.6	119
Saginaw–Bay City–Midland	34.2	120
Colorado Springs	34.1	121
Lexington-Fayette	34.1	121
Fort Wayne	33.4	123
Salinas–Seaside–Monterey	33.3	124
Jackson, Miss.	32.4	125
Youngstown–Warren	32.4	125
New London–Norwich	32.3	127
Mobile	32.1	128
El Paso	31.9	129
Davenport–Rock Island–Moline	31.4	130
Chattanooga	31.1	131
Modesto	31.0	132
Rockford	31.0	132
Santa Cruz	30.5	134
Boulder–Longmont	30.4	135
Fort Myers–Cape Coral	29.8	136
Hamilton–Middletown	29.8	136
Canton	29.1	138
Huntsville	29.0	139
Appleton–Oshkosh–Neenah	27.8	140
Sarasota	27.7	141
Augusta	27.5	142
Beaumont–Port Arthur	27.5	142
Spokane	27.1	144
Reno	26.7	145
Johnson City–Kingsport–Bristol	26.6	146
Portland, Me.	26.4	147
Shreveport	25.6	148
Corpus Christi	24.7	149
Montgomery	24.5	150
Total Top 150	**19,414.7**	
Vancouver	24.1	151
Binghamton	23.8	152
Fort Pierce	23.8	152
Daytona Beach	23.7	154
Lakeland–Winter Haven	23.3	155
Pensacola	23.0	156
Kalamazoo	22.7	157
Lincoln	22.5	158
Utica–Rome	22.2	159
Evansville	22.1	160
Springfield, Ill.	21.7	161
Macon–Warner Robins	21.2	162
Galveston–Texas City	21.0	163
Boise	20.8	164
Erie	20.2	165
Brazoria	20.0	166
Naples	20.0	166
South Bend–Mishawaka	19.9	168
Lorain–Elyria	19.8	169
Visalia–Tulare–Porterville	19.5	170
Charleston, W.Va.	19.2	171
Eugene–Springfield	19.2	171
Tallahassee	19.2	171
Salem, Ore.	19.0	174
Bremerton	18.8	175
Cedar Rapids	18.7	176
Racine	18.4	177
Green Bay	18.3	178
Huntington–Ashland	18.2	179
Roanoke	17.9	180
Fort Collins–Loveland	17.7	181
Niagara Falls	17.6	182
Savannah	16.9	183
Topeka	16.8	184
Springfield, Mo.	16.7	185
Burlington, Vt.	16.5	186
Olympia	16.2	187
Lubbock	16.1	188
Bloomington–Normal	15.2	189
Bradenton	15.2	189
Lafayette, La.	15.2	189
Champaign–Urbana–Rantoul	15.0	192
Killeen–Temple	14.7	193
Provo–Orem	14.4	194
Amarillo	14.3	195
Hickory–Morganton	14.3	195
Santa Fe	14.3	195
Pittsfield	14.2	198
Richland–Kennewick–Pasco	14.2	198
Fayetteville, N.C.	14.1	200
Total Top 200	**20,346.5**	
Duluth	13.9	201
Lake Charles	13.8	202
McAllen–Edinburg–Mission	13.8	202
Sioux Falls	13.8	202
Gainesville	13.7	205
Waco	13.4	206
Fargo–Moorhead	12.9	207
Vineland–Millville–Bridgeton	12.8	208
Columbus, Ga.	12.7	209
Benton Harbor	12.6	210
Elkhart–Goshen	12.6	210
Jackson, Mich.	12.6	210
Charlottesville	12.4	213
St. Cloud	12.4	213
Tyler	12.4	213
Longview–Marshall	12.3	216
Beaver County, Pa.	12.2	217
Rochester, Minn.	12.1	218
Asheville	11.7	219
Bellingham	11.7	219
Waterloo–Cedar Falls	11.7	219
Midland, Tex.	11.5	222
Janesville–Beloit	11.3	223
Houma–Thibodaux	11.2	224
Battle Creek	11.1	225
Chico	11.1	225
Tuscaloosa	11.0	227
Decatur, Ill.	10.9	228
Johnstown	10.8	229
Lafayette–West Lafayette	10.8	229
Yakima	10.8	229
Merced	10.7	232
Biloxi–Gulfport	10.6	233
Fort Walton Beach	10.6	233
Lima	10.6	233
Iowa City	10.4	236
Bangor	10.3	237
Muskegon	10.3	237
Wilmington, N.C.	10.3	237
Redding	10.2	240
Parkersburg–Marietta	10.1	241
Billings	9.7	242
Brownsville–Harlingen	9.6	243
Columbia, Mo.	9.6	243
Fort Smith	9.6	243
State College	9.6	243
Kenosha	9.5	247
Monroe	9.5	247
Ocala	9.5	247
Anderson, Ind.	9.4	250
Total Top 250	**20,914.6**	
Athens	9.4	250
Steubenville–Weirton	9.4	250
Wausau	9.4	250
Mansfield	9.3	254
Anderson, S.C.	9.2	255
Decatur, Ala.	9.2	255
Glens Falls	9.2	255
Eau Claire	9.0	258
Wheeling	8.9	259
Greeley	8.8	260
Medford	8.8	260
Dothan	8.7	262
Kokomo	8.6	263
Sioux City	8.6	263
Muncie	8.3	265
Burlington, N.C.	8.2	266
Florence, Ala.	8.2	266
Abilene	8.1	268
Lynchburg	8.1	268
Sheboygan	8.1	268
Alexandria, La.	8.0	271
Texarkana	8.0	271
Wichita Falls	8.0	271
Bryan–College Station	7.9	274
Clarksville–Hopkinsville	7.9	274
Kankakee	7.9	274
Rapid City	7.9	274
Panama City	7.7	278
Yuba City	7.7	278
Bismarck	7.6	280
Lewiston–Auburn	7.5	281
Odessa	7.5	281
Sharon	7.5	281
Terre Haute	7.5	281
Altoona	7.4	285
Hagerstown	7.4	285
Williamsport	7.4	285
Florence, S.C.	7.0	288
Cheyenne	6.9	289
Elmira	6.9	289
Joplin	6.9	289
San Angelo	6.9	289
Sherman–Denison	6.9	289
Bloomington, Ind.	6.7	294
Dubuque	6.7	294
Fayetteville–Springdale	6.7	294
La Crosse	6.7	294
Lawrence, Kans.	6.7	294
Las Cruces	6.6	299
Pascagoula	6.5	300
Owensboro	6.3	301
Anniston	6.2	302
Albany, Ga.	5.9	303
Pueblo	5.9	303
Victoria	5.8	305
Danville, Va.	5.6	306
Jackson, Tenn.	5.5	307
Casper	5.2	308
Great Falls	5.2	308
Yuma	5.2	308
Lawton	5.1	311
Grand Forks	5.0	312
St. Joseph	5.0	312
Pine Bluff	4.9	314
Gadsden	4.8	315
Laredo	4.7	316
Jacksonville, N.C.	4.6	317
Jamestown–Dunkirk	4.4	318
Cumberland	4.3	319
Enid	2.4	320
Total Above Areas	**21,411.0**	
Percent of U.S.	**86.9920**	
U.S. Total	**24,612.6**	

Buying Power Index (BPI)

Area	BPI	Rank
Los Angeles–Long Beach	3.6730	1
New York	3.4832	2
Chicago	2.6976	3
Philadelphia	2.1056	4
Washington	1.9533	5
Detroit	1.8182	6
Boston–Lawrence–Salem–Lowell–Brockton	1.7893	7
Houston	1.4115	8
Nassau–Suffolk	1.3430	9
Atlanta	1.2851	10
Dallas	1.2299	11
Anaheim–Santa Ana	1.1711	12
Minneapolis–St. Paul	1.1138	13
San Diego	1.0612	14
St. Louis	1.0179	15
Riverside–San Bernardino	1.0172	16
Baltimore	.9941	17
Oakland	.9611	18
Seattle	.9608	19
Phoenix	.8787	20
Newark	.8755	21
Tampa–St. Petersburg–Clearwater	.8633	22
San Francisco	.8371	23
Pittsburgh	.7920	24
Miami–Hialeah	.7583	25
Cleveland	.7410	26
Denver	.7281	27
San Jose	.7236	28
Bergen–Passaic	.6834	29
Kansas City	.6826	30
Sacramento	.6383	31
Fort Lauderdale–Hollywood–Pompano Beach	.6032	32
Cincinnati	.6024	33
Fort Worth–Arlington	.5995	34
Milwaukee	.5924	35
Columbus, Ohio	.5788	36
Portland, Ore.	.5507	37
Indianapolis	.5497	38
Middlesex–Somerset–Hunterdon	.5405	39
Norfolk–Virginia Beach–Newport News	.5401	40
Hartford–New Britain–Middletown–Bristol	.5256	41
San Antonio	.4942	42
Orlando	.4867	43
New Orleans	.4856	44
Monmouth–Ocean	.4850	45
Charlotte–Gastonia–Rock Hill	.4727	46
Bridgeport–Stamford–Norwalk–Danbury	.4699	47
West Palm Beach–Boca Raton–Delray Beach	.4496	48
Nashville	.4226	49
Rochester, N.Y.	.4093	50
Total Top 50	**50.1473**	
Honolulu	.4043	51
Salt Lake City–Ogden	.3927	52
Greensboro–Winston Salem–High Point	.3802	53
Dayton–Springfield	.3801	54
Jacksonville, Fla.	.3794	55
Louisville	.3783	56
Memphis	.3772	57
Albany–Schenectady–Troy	.3697	58
Buffalo	.3671	59
Richmond–Petersburg	.3651	60
Oklahoma City	.3646	61
New Haven–Waterbury–Meriden	.3622	62
Birmingham	.3522	63
Providence–Pawtucket–Woonsocket	.3490	64
Austin	.3439	65
Raleigh–Durham	.3304	66
Las Vegas	.3238	67
Worcester–Fitchburg–Leominster	.3016	68
Oxnard–Ventura	.2998	69
Lake County, Ill.	.2901	70
Grand Rapids	.2873	71
Allentown–Bethlehem–Easton	.2847	72
Scranton–Wilkes-Barre	.2754	73
Tulsa	.2697	74
Omaha	.2600	75
Syracuse	.2572	76
Akron	.2562	77
Wilmington, Del.	.2555	78
Harrisburg–Lebanon–Carlisle	.2534	79
Greenville–Spartanburg	.2500	80
Tucson	.2457	81
Knoxville	.2423	82
Springfield, Mass.	.2417	83
Toledo	.2399	84
Fresno	.2395	85
Tacoma	.2311	86
Gary–Hammond	.2174	87
Jersey City	.2136	88
Baton Rouge	.2099	89
New Bedford–Fall River–Attleboro	.2094	90
Little Rock–North Little Rock	.2064	91
Albuquerque	.1998	92
Bakersfield	.1988	93
Wichita	.1907	94
El Paso	.1900	95
Charleston, S.C.	.1870	96
Columbia, S.C.	.1807	97
Vallejo–Fairfield–Napa	.1796	98
Youngstown–Warren	.1792	99
Des Moines	.1778	100
Total Top 100	**64.0889**	
Santa Rosa–Petaluma	.1764	101
Lancaster	.1751	102
Lansing–East Lansing	.1743	103
Stockton	.1738	104
York	.1709	105
Flint	.1705	106
Portsmouth–Dover–Rochester	.1700	107
Mobile	.1696	108
Melbourne–Titusville–Palm Bay	.1677	109
Manchester–Nashua	.1666	110
Madison	.1643	111
Trenton	.1615	112
Santa Barbara–Santa Maria–Lompoc	.1609	113
Chattanooga	.1606	114
Aurora–Elgin	.1583	115
Colorado Springs	.1574	116
Joliet	.1562	117
Fort Myers–Cape Coral	.1557	118
Saginaw–Bay City–Midland	.1507	119
Lakeland–Winter Haven	.1503	120
Jackson, Miss.	.1499	121
Lexington-Fayette	.1497	122
Fort Wayne	.1492	123
Atlantic City	.1486	124
Daytona Beach	.1484	125
Johnson City–Kingsport–Bristol	.1481	126
Canton	.1472	127
Spokane	.1460	128
Augusta	.1456	129
Modesto	.1400	130
Sarasota	.1391	131
Davenport–Rock Island–Moline	.1389	132
Reading	.1387	133
Salinas–Seaside–Monterey	.1379	134
Peoria	.1368	135
Beaumont–Port Arthur	.1336	136
Orange County, N.Y.	.1294	137
Pensacola	.1278	138
Ann Arbor	.1272	139
Appleton–Oshkosh–Neenah	.1265	140
Shreveport	.1265	140
Corpus Christi	.1242	142
Portland, Me.	.1233	143
Anchorage	.1217	144
Reno	.1206	145
Poughkeepsie	.1195	146
Rockford	.1194	147
Fort Pierce	.1120	148
Utica–Rome	.1117	149
Montgomery	.1109	150
Total Top 150	**71.3781**	
Eugene–Springfield	.1093	151
New London–Norwich	.1087	152
Hamilton–Middletown	.1081	153
Evansville	.1080	154
Macon–Warner Robins	.1062	155
Boulder–Longmont	.1058	156
McAllen–Edinburg–Mission	.1056	157
Huntsville	.1051	158
Salem, Ore.	.1030	159
Santa Cruz	.1030	159
Huntington–Ashland	.1027	161
Binghamton	.1013	162
Erie	.1001	163
Visalia–Tulare–Porterville	.1001	163
South Bend–Mishawaka	.0982	165
Springfield, Mo.	.0978	166
Charleston, W.Va.	.0947	167
Roanoke	.0947	167
Lorain–Elyria	.0944	169
Kalamazoo	.0923	170
Savannah	.0920	171
Tallahassee	.0920	171
Fayetteville, N.C.	.0919	173
Vancouver	.0913	174
St. Cloud	.0898	175
Lubbock	.0893	176
Lincoln	.0885	177
Bradenton	.0870	178
Duluth	.0866	179
Boise	.0850	180
Galveston–Texas City	.0850	180
Killeen–Temple	.0845	182
Columbus, Ga.	.0841	183
Naples	.0835	184
Green Bay	.0833	185
Hickory–Morganton	.0821	186
Springfield, Ill.	.0819	187
Niagara Falls	.0808	188
Amarillo	.0805	189
Lafayette, La.	.0785	190
Gainesville	.0775	191
Fort Collins–Loveland	.0759	192
Johnstown	.0759	192
Provo–Orem	.0758	194
Bremerton	.0748	195
Cedar Rapids	.0745	196
Ocala	.0727	197
Brownsville–Harlingen	.0725	198
Waco	.0702	199
Brazoria	.0701	200
Total Top 200	**75.8747**	
Racine	.0699	201
Champaign–Urbana–Rantoul	.0698	202
Topeka	.0685	203
Asheville	.0679	204
Olympia	.0662	205
Biloxi–Gulfport	.0644	206
Chico	.0644	206
Fort Smith	.0642	208
Fargo–Moorhead	.0641	209
Yakima	.0639	210
Longview–Marshall	.0636	211
Elkhart–Goshen	.0630	212
Medford	.0619	213
Lake Charles	.0618	214
Tyler	.0618	214
Burlington, Vt.	.0609	216
Houma–Thibodaux	.0606	217
Benton Harbor	.0605	218
Beaver County, Pa.	.0604	219
Pittsfield	.0599	220
Sioux Falls	.0596	221
Lima	.0584	222
Fort Walton Beach	.0583	223
Bangor	.0580	224
Richland–Kennewick–Pasco	.0579	225
Terre Haute	.0579	225
Clarksville–Hopkinsville	.0570	227
Redding	.0567	228
Bloomington–Normal	.0561	229
Merced	.0555	230
Jackson, Mich.	.0554	231
Charlottesville	.0551	232
Waterloo–Cedar Falls	.0550	233
Tuscaloosa	.0545	234
Athens	.0544	235
Janesville–Beloit	.0544	235
Monroe	.0544	235
Muskegon	.0544	235
Parkersburg–Marietta	.0543	239
Wheeling	.0541	240
Bellingham	.0540	241
Vineland–Millville–Bridgeton	.0533	242
Anderson, S.C.	.0527	243
Battle Creek	.0527	243
Eau Claire	.0521	245
Santa Fe	.0520	246
Wilmington, N.C.	.0520	246
Lafayette–West Lafayette	.0513	248
Panama City	.0512	249
Lynchburg	.0506	250
Total Top 250	**78.7957**	
Dothan	.0494	251
Joplin	.0493	252
Rochester, Minn.	.0492	253
Billings	.0481	254
Mansfield	.0481	254
Jacksonville, N.C.	.0478	256
Alexandria, La.	.0475	257
Altoona	.0475	257
Glens Falls	.0474	259
Decatur, Ill.	.0472	260
Steubenville–Weirton	.0469	261
Anderson, Ind.	.0464	262
Florence, Ala.	.0463	263
Wichita Falls	.0460	264
Midland, Tex.	.0454	265
Abilene	.0453	266
Fayetteville–Springdale	.0453	266
Columbia, Mo.	.0452	268
Kenosha	.0452	268
State College	.0447	270
Sioux City	.0446	271
Hagerstown	.0444	272
Texarkana	.0442	273
Williamsport	.0441	274
Jamestown–Dunkirk	.0440	275
Greeley	.0437	276
Burlington, N.C.	.0435	277
Wausau	.0433	278
Bryun–College Station	.0428	279
Florence, S.C.	.0425	280
Muncie	.0421	281
Odessa	.0418	282
Yuba City	.0412	283
Pueblo	.0409	284
Sharon	.0409	284
Lewiston–Auburn	.0404	286
Iowa City	.0401	287
Las Cruces	.0400	288
Laredo	.0394	289
Kokomo	.0391	290
Anniston	.0390	291
Bloomington, Ind.	.0390	291
Decatur, Ala.	.0389	293
La Crosse	.0386	294
Sheboygan	.0385	295
Rapid City	.0380	296
Albany, Ga.	.0379	297
Sherman–Denison	.0371	298
San Angelo	.0368	299
Lawton	.0364	300
Danville, Va.	.0359	301
Kankakee	.0357	302
Pascagoula	.0356	303
Yuma	.0355	304
Elmira	.0350	305
Bismarck	.0344	306
Dubuque	.0339	307
Cumberland	.0331	308
Gadsden	.0331	308
Owensboro	.0329	310
Jackson, Tenn.	.0303	311
Great Falls	.0301	312
St. Joseph	.0300	313
Lawrence, Kans.	.0298	314
Cheyenne	.0291	315
Grand Forks	.0290	316
Victoria	.0284	317
Pine Bluff	.0281	318
Casper	.0238	319
Enid	.0192	320
Total Above Areas	**81.5880**	
Percent of U.S.	**81.5880**	
U.S. Total	**100.0000**	

Total Retail Sales

Area	($000)	Rank
Los Angeles–Long Beach	64,813,335	1
New York	48,759,376	2
Chicago	47,660,788	3
Philadelphia	35,120,446	4
Boston–Lawrence–Salem–Lowell–Brockton	33,301,185	5
Detroit	33,063,279	6
Washington	31,761,066	7
Nassau–Suffolk	25,171,481	8
Houston	25,108,665	9
Dallas	24,500,160	10
Atlanta	24,124,929	11
Minneapolis–St. Paul	21,358,004	12
Anaheim–Santa Ana	20,628,144	13
San Diego	18,711,578	14
St. Louis	18,310,538	15
Seattle	17,886,958	16
Baltimore	17,484,100	17
Tampa–St. Petersburg–Clearwater	17,402,675	18
Phoenix	17,241,381	19
Riverside–San Bernardino	16,875,541	20
Oakland	16,032,480	21
San Francisco	15,334,642	22
Miami–Hialeah	15,235,148	23
Pittsburgh	13,598,441	24
Newark	13,546,005	25
Denver	13,431,097	26
Cleveland	13,429,474	27
Kansas City	12,625,622	28
Fort Lauderdale–Hollywood–Pompano Beach	12,489,948	29
Bergen–Passaic	12,323,838	30
San Jose	12,321,308	31
Sacramento	11,512,164	32
Fort Worth–Arlington	11,402,197	33
Cincinnati	11,301,759	34
Portland, Ore.	11,286,876	35
Indianapolis	11,064,113	36
Columbus, Ohio	11,017,287	37
Milwaukee	10,841,914	38
Orlando	10,430,877	39
Norfolk–Virginia Beach–Newport News	10,037,389	40
San Antonio	9,836,767	41
New Orleans	9,816,017	42
Hartford–New Britain–Middletown–Bristol	8,869,669	43
Charlotte–Gastonia–Rock Hill	8,749,247	44
Middlesex–Somerset–Hunterdon	8,614,081	45
Honolulu	8,557,887	46
Monmouth–Ocean	8,542,256	47
West Palm Beach–Boca Raton–Delray Beach	8,509,363	48
Nashville	8,202,528	49
Jacksonville, Fla.	7,780,483	50
Total Top 50	**896,026,504**	
Bridgeport–Stamford–Norwalk–Danbury	7,639,635	51
Rochester, N.Y.	7,440,110	52
Salt Lake City–Ogden	7,391,884	53
Greensboro–Winston-Salem–High Point	7,348,775	54
Louisville	7,310,164	55
Oklahoma City	7,253,250	56
Dayton–Springfield	7,075,679	57
Memphis	6,991,400	58
Albany–Schenectady–Troy	6,971,896	59
Buffalo	6,873,197	60
Richmond–Petersburg	6,782,404	61
Birmingham	6,661,038	62
Austin	6,523,400	63
New Haven–Waterbury–Meriden	6,350,742	64
Raleigh–Durham	6,216,681	65
Providence–Pawtucket–Woonsocket	6,141,315	66
Las Vegas	5,970,528	67
Grand Rapids	5,603,170	68
Worcester–Fitchburg–Leominster	5,518,201	69
Oxnard–Ventura	5,313,922	70
Scranton–Wilkes-Barre	5,268,973	71
Tulsa	5,224,460	72
Allentown–Bethlehem–Easton	5,067,637	73
Greenville–Spartanburg	4,977,475	74
Knoxville	4,967,265	75
Harrisburg–Lebanon–Carlisle	4,927,231	76
Omaha	4,877,841	77
Lake County, Ill.	4,825,251	78
Wilmington, Del.	4,815,552	79
Syracuse	4,799,631	80
Tucson	4,707,436	81
Toledo	4,676,569	82
Akron	4,633,778	83
Springfield, Mass.	4,581,446	84
Fresno	4,370,916	85
New Bedford–Fall River–Attleboro	4,292,389	86
Tacoma	4,197,023	87
Little Rock–North Little Rock	4,171,475	88
Baton Rouge	4,149,244	89
Albuquerque	4,036,429	90
Gary–Hammond	3,908,064	91
El Paso	3,716,231	92
Columbia, S.C.	3,626,176	93
Youngstown–Warren	3,620,789	94
Des Moines	3,611,768	95
Wichita	3,570,275	96
Charleston, S.C.	3,562,689	97
Bakersfield	3,524,939	98
Portsmouth–Dover–Rochester	3,517,328	99
Flint	3,365,172	100
Total Top 100	**1,158,995,349**	
Lansing–East Lansing	3,343,034	101
Mobile	3,289,356	102
Manchester–Nashua	3,278,802	103
Jersey City	3,223,295	104
Fort Myers–Cape Coral	3,205,434	105
Lancaster	3,181,507	106
Santa Rosa–Petaluma	3,181,423	107
Madison	3,168,517	108
Spokane	3,118,833	109
Chattanooga	3,105,428	110
Atlantic City	3,092,484	111
York	3,063,336	112
Portland, Me.	3,058,969	113
Lexington-Fayette	3,044,807	114
Stockton	3,024,262	115
Melbourne–Titusville–Palm Bay	3,010,726	116
Daytona Beach	3,004,950	117
Lakeland–Winter Haven	2,972,845	118
Saginaw–Bay City–Midland	2,967,082	119
Sarasota	2,952,140	120
Fort Wayne	2,940,637	121
Augusta	2,929,097	122
Jackson, Miss.	2,926,089	123
Colorado Springs	2,900,348	124
Santa Barbara–Santa Maria–Lompoc	2,847,563	125
Davenport–Rock Island–Moline	2,812,347	126
Canton	2,796,293	127
Vallejo–Fairfield–Napa	2,785,340	128
Beaumont–Port Arthur	2,719,519	129
Trenton	2,708,053	130
Aurora–Elgin	2,657,825	131
Peoria	2,623,303	132
Johnson City–Kingsport–Bristol	2,621,185	133
St. Cloud	2,613,718	134
Reno	2,584,652	135
Shreveport	2,560,574	136
Reading	2,548,238	137
Modesto	2,543,335	138
Anchorage	2,518,807	139
Pensacola	2,488,482	140
Appleton–Oshkosh–Neenah	2,456,787	141
Corpus Christi	2,411,511	142
Ann Arbor	2,404,889	143
Salinas–Seaside–Monterey	2,334,631	144
Joliet	2,314,614	145
Orange County, N.Y.	2,302,542	146
Eugene–Springfield	2,267,764	147
Poughkeepsie	2,261,077	148
Rockford	2,257,983	149
Macon–Warner Robins	2,140,222	150
Total Top 150	**1,298,560,004**	
Montgomery	2,137,117	151
Springfield, Mo.	2,111,044	152
Evansville	2,110,287	153
Roanoke	2,090,618	154
Fort Pierce	2,066,935	155
Utica–Rome	2,040,739	156
McAllen–Edinburg–Mission	2,028,729	157
Lubbock	2,025,939	158
Boulder–Longmont	2,012,188	159
South Bend–Mishawaka	1,988,189	160
Huntsville	1,938,007	161
Salem, Ore.	1,928,316	162
Amarillo	1,915,518	163
Savannah	1,912,718	164
Binghamton	1,905,840	165
Santa Cruz	1,899,989	166
Huntington–Ashland	1,896,545	167
Tallahassee	1,850,854	168
New London–Norwich	1,839,535	169
Charleston, W.Va.	1,825,939	170
Kalamazoo	1,799,240	171
Erie	1,788,155	172
Duluth	1,786,197	173
Green Bay	1,758,825	174
Fayetteville, N.C.	1,719,843	175
Hamilton–Middletown	1,714,303	176
Lorain–Elyria	1,712,808	177
Columbus, Ga.	1,686,624	178
Bradenton	1,671,344	179
Lafayette, La.	1,667,771	180
Visalia–Tulare–Porterville	1,658,574	181
Gainesville	1,658,143	182
Terre Haute	1,588,002	183
Galveston–Texas City	1,587,897	184
Lincoln	1,579,558	185
Hickory–Morganton	1,563,932	186
Boise	1,550,437	187
Naples	1,523,374	188
Springfield, Ill.	1,513,666	189
Cedar Rapids	1,497,443	190
Medford	1,487,367	191
Ocala	1,482,843	192
Niagara Falls	1,462,303	193
Brownsville–Harlingen	1,442,992	194
Fort Collins–Loveland	1,430,687	195
Waco	1,430,358	196
Longview–Marshall	1,400,761	197
Killeen–Temple	1,398,926	198
Vancouver	1,392,459	199
Fargo–Moorhead	1,387,563	200
Total Top 200	**1,385,427,445**	
Champaign–Urbana–Rantoul	1,384,518	201
Topeka	1,337,811	202
Asheville	1,334,803	203
Fort Smith	1,326,913	204
Tyler	1,322,221	205
Sioux Falls	1,316,538	206
Johnstown	1,315,957	207
Racine	1,283,475	208
Monroe	1,276,580	209
Bangor	1,271,553	210
Pittsfield	1,262,477	211
Lima	1,256,475	212
Elkhart–Goshen	1,247,457	213
Yakima	1,23[illegible]42	214
Fort Walton Beach	1,217,739	215
Olympia	1,203,358	216
Houma–Thibodaux	1,191,935	217
Lake Charles	1,189,504	218
Burlington, Vt.	1,189,146	219
Biloxi–Gulfport	1,180,632	220
Bremerton	1,178,139	221
Provo–Orem	1,173,520	222
Wilmington, N.C.	1,163,612	223
Panama City	1,162,526	224
Benton Harbor	1,148,486	225
Chico	1,139,717	226
Brazoria	1,135,072	227
Redding	1,125,579	228
Richland–Kennewick–Pasco	1,109,990	229
Waterloo–Cedar Falls	1,094,120	230
Billings	1,093,984	231
Bellingham	1,090,725	232
Parkersburg–Marietta	1,085,469	233
Battle Creek	1,082,182	234
Eau Claire	1,081,860	235
Janesville–Beloit	1,081,442	236
Charlottesville	1,076,098	237
Bloomington–Normal	1,067,332	238
Rochester, Minn.	1,058,720	239
Joplin	1,058,134	240
Clarksville–Hopkinsville	1,054,654	241
Tuscaloosa	1,051,403	242
Athens	1,049,549	243
Anderson, S.C.	1,042,563	244
Vineland–Millville–Bridgeton	1,039,955	245
Lafayette–West Lafayette	1,039,882	246
Wheeling	1,038,228	247
Dothan	1,032,834	248
Alexandria, La.	1,029,300	249
Lynchburg	1,024,751	250
Total Top 250	**1,443,379,805**	
Jackson, Mich.	1,021,984	251
Fayetteville–Springdale	1,021,558	252
Mansfield	976,218	253
Muskegon	974,238	254
Wichita Falls	968,316	255
Altoona	967,197	256
Florence, S.C.	965,081	257
Glens Falls	963,701	258
Decatur, Ill.	950,252	259
Abilene	931,907	260
Texarkana	923,316	261
Columbia, Mo.	921,455	262
Santa Fe	920,812	263
Beaver County, Pa.	918,288	264
Florence, Ala.	913,187	265
Sioux City	910,208	266
Burlington, N.C.	900,048	267
Laredo	899,643	268
Anderson, Ind.	879,403	269
Rapid City	868,870	270
Hagerstown	868,139	271
Williamsport	867,624	272
Merced	864,597	273
Midland, Tex.	857,033	274
Jamestown–Dunkirk	856,749	275
Odessa	852,792	276
Bryan–College Station	842,911	277
La Crosse	841,620	278
Kokomo	822,139	279
Albany, Ga.	820,125	280
State College	813,758	281
Pueblo	806,986	282
Lewiston–Auburn	802,205	283
Wausau	794,910	284
Sherman–Denison	785,366	285
Steubenville–Weirton	777,653	286
Bloomington, Ind.	759,803	287
Jacksonville, N.C.	759,280	288
Kenosha	758,934	289
Muncie	753,148	290
Decatur, Ala.	740,077	291
Bismarck	737,213	292
Anniston	734,327	293
Dubuque	725,848	294
Iowa City	725,655	295
San Angelo	715,038	296
Yuma	706,799	297
Sharon	699,910	298
Greeley	697,313	299
Yuba City	683,556	300
Kankakee	681,065	301
Lawton	678,432	302
Elmira	676,981	303
Owensboro	676,408	304
Danville, Va.	671,019	305
Grand Forks	670,639	306
Jackson, Tenn.	665,758	307
Sheboygan	661,655	308
Gadsden	647,003	309
Cumberland	643,437	310
Las Cruces	642,154	311
Great Falls	623,438	312
St. Joseph	610,742	313
Victoria	591,622	314
Pascagoula	569,203	315
Pine Bluff	559,190	316
Cheyenne	549,806	317
Lawrence, Kans.	521,329	318
Casper	460,991	319
Enid	398,061	320
Total Above Areas	**1,497,848,128**	
Percent of U.S.	**82.2367**	
U.S. Total	**1,821,385,936**	

Per-Household Retail Sales

Area	($)	Rank
St. Cloud	39,482	1
Terre Haute	32,541	2
Portland, Me	31,765	3
Honolulu	31,556	4
Anchorage	29,668	5
Nassau-Suffolk	29,013	6
Rapid City	27,323	7
Sioux Falls	26,923	8
Portsmouth-Dover-Rochester	26,727	9
Bergen-Passaic	26,681	10
Lake County, Ill.	26,659	11
Amarillo	26,312	12
Grand Forks	26,095	13
Rochester, Minn	25,697	14
Manchester-Nashua	25,378	15
Monroe	25,329	16
Bridgeport-Stamford-Norwalk-Danbury	25,155	17
Laredo	25,130	18
Medford	25,082	19
Poughkeepsie	24,684	20
Dallas	24,648	21
Atlantic City	24,622	22
Billings	24,584	23
Orlando	24,463	24
Lubbock	24,438	25
Reno	24,224	26
Anaheim-Santa Ana	24,209	27
Oxnard-Ventura	23,958	28
Green Bay	23,930	29
Florence, S.C.	23,712	30
Dubuque	23,643	31
San Francisco	23,639	32
Boston-Lawrence-Salem-Lowell-Brockton	23,626	33
Wilmington, N.C.	23,603	34
Fargo-Moorhead	23,558	35
Pittsfield	23,423	36
Bismarck	23,404	37
San Jose	23,362	38
Roanoke	23,229	39
Bangor	23,204	40
Des Moines	23,093	41
Middlesex-Somerset-Hunterdon	23,032	42
Naples	22,977	43
Burlington, Vt	22,956	44
Longview-Marshall	22,888	45
Panama City	22,884	46
Fayetteville-Springdale	22,854	47
Trenton	22,833	48
Fort Lauderdale-Hollywood-Pompano Beach	22,813	49
Tyler	22,719	50
Monmouth-Ocean	22,707	51
Sarasota	22,674	52
New Bedford-Fall River-Attleboro	22,663	53
Indianapolis	22,640	54
Cedar Rapids	22,620	55
Ann Arbor	22,602	56
Portland, Ore.	22,551	57
Lima	22,517	58
La Crosse	22,503	59
Victoria	22,495	60
Lafayette-West Lafayette	22,460	61
Santa Cruz	22,458	62
Alexandria, La.	22,380	63
Bloomington-Normal	22,376	64
Grand Rapids	22,279	65
Jackson, Tenn.	22,266	66
Lexington-Fayette	22,241	67
Boulder-Longmont	22,234	68
Wilmington, Del.	22,100	69
Minneapolis-St. Paul	22,080	70
Vineland-Millville-Bridgeton	22,080	70
Lafayette, La.	22,060	72
Springfield, Mo.	22,059	73
Seattle	22,050	74
Kokomo	22,041	75
Glens Falls	22,002	76
Fort Worth-Arlington	21,965	77
Orange County, N.Y.	21,950	78
Fort Walton Beach	21,941	79
Baton Rouge	21,804	80
Columbia, S.C.	21,766	81
Madison	21,762	82
Jacksonville, Fla.	21,758	83
Spokane	21,749	84
Midland, Tex.	21,697	85
West Palm Beach-Boca Raton-Delray Beach	21,652	86
Columbia, Mo.	21,630	87
Bellingham	21,599	88
Elkhart-Goshen	21,582	89
Charlottesville	21,565	90
Atlanta	21,557	91
Santa Barbara-Santa Maria-Lompoc	21,524	92
Champaign-Urbana-Rantoul	21,499	93
Miami-Hialeah	21,476	94
New Orleans	21,475	95
Fort Myers-Cape Coral	21,455	96
Harrisburg-Lebanon-Carlisle	21,423	97
Wichita Falls	21,423	97
Chicago	21,377	99
Abilene	21,374	100
South Bend-Mishawaka	21,310	101
Kalamazoo	21,268	102
Aurora-Elgin	21,263	103
Los Angeles-Long Beach	21,257	104
Fort Wayne	21,232	105
Sherman-Denison	21,174	106
Washington	21,146	107
Eau Claire	21,130	108
Nashville	21,108	109
Sioux City	21,070	110
Lansing-East Lansing	21,065	111
Little Rock-North Little Rock	20,994	112
Decatur, Ill.	20,977	113
Albany, Ga.	20,975	114
Dothan	20,950	115
San Antonio	20,938	116
Flint	20,928	117
Savannah	20,904	118
Newark	20,882	119
Davenport-Rock Island-Moline	20,863	120
Appleton-Oshkosh-Neenah	20,826	121
Rockford	20,811	122
Worcester-Fitchburg-Leominster	20,808	123
Houston	20,803	124
Omaha	20,739	125
Burlington, N.C.	20,738	126
Albuquerque	20,710	127
Hartford-New Britain-Middletown-Bristol	20,709	128
Salt Lake City-Ogden	20,682	129
New Haven-Waterbury-Meriden	20,653	130
Battle Creek	20,652	131
Topeka	20,645	132
Janesville-Beloit	20,638	133
Raleigh-Durham	20,626	134
Springfield, Mass.	20,619	135
Columbus, Ohio	20,612	136
Great Falls	20,576	137
Jackson, Miss.	20,548	138
Gainesville	20,547	139
Shreveport	20,534	140
Knoxville	20,492	141
Albany-Schenectady-Troy	20,463	142
Austin	20,462	143
Odessa	20,451	144
Beaumont-Port Arthur	20,432	145
Texarkana	20,427	146
Kansas City	20,413	147
Santa Rosa-Petaluma	20,394	148
Cincinnati	20,393	149
Huntsville	20,379	150
Owensboro	20,374	151
Lancaster	20,342	152
Macon-Warner Robins	20,325	153
San Diego	20,325	153
Phoenix	20,322	155
Detroit	20,320	156
Peoria	20,304	157
Mansfield	20,296	158
Tallahassee	20,294	159
Denver	20,286	160
Corpus Christi	20,180	161
Greenville-Spartanburg	20,160	162
Waco	20,146	163
Augusta	20,145	164
Salinas-Seaside-Monterey	20,143	165
Eugene-Springfield	20,140	166
Richland-Kennewick-Pasco	20,109	167
Toledo	20,088	168
Waterloo-Cedar Falls	20,039	169
El Paso	20,034	170
Oakland	20,031	171
Racine	19,992	172
Saginaw-Bay City-Midland	19,980	173
Milwaukee	19,952	174
Wichita	19,946	175
Richmond-Petersburg	19,937	176
Montgomery	19,899	177
Santa Fe	19,802	178
Louisville	19,784	179
San Angelo	19,752	180
Rochester, N.Y.	19,746	181
Joplin	19,741	182
Kankakee	19,741	182
Iowa City	19,719	184
Houma-Thibodaux	19,669	185
Lewiston-Auburn	19,662	186
Casper	19,617	187
Norfolk-Virginia Beach-Newport News	19,608	188
Springfield, Ill.	19,607	189
Reading	19,602	190
Syracuse	19,590	191
Lake Charles	19,564	192
St. Louis	19,556	193
Sacramento	19,555	194
Oklahoma City	19,540	195
New London-Norwich	19,528	196
Boise	19,527	197
Philadelphia	19,486	198
Baltimore	19,461	199
Youngstown-Warren	19,414	200
Charleston, S.C.	19,384	201
Fort Smith	19,371	202
Lynchburg	19,371	202
Greensboro-Winston Salem-High Point	19,339	204
Evansville	19,307	205
Tampa-St. Petersburg-Clearwater	19,302	206
Cheyenne	19,291	207
Galveston-Texas City	19,271	208
Brownsville-Harlingen	19,266	209
Dayton-Springfield	19,243	210
Columbus, Ga.	19,232	211
Altoona	19,229	212
Hagerstown	19,207	213
Charlotte-Gastonia-Rock Hill	19,204	214
Fort Collins-Loveland	19,204	214
Fort Pierce	19,192	216
Yuma	19,154	217
Memphis	19,149	218
Modesto	19,137	219
York	19,134	220
Birmingham	19,081	221
Allentown-Bethlehem-Easton	19,080	222
Elmira	19,070	223
Williamsport	19,027	224
Decatur, Ala.	19,025	225
Binghamton	18,982	226
St. Joseph	18,967	227
Tacoma	18,957	228
Bloomington, Ind.	18,948	229
Duluth	18,902	230
Las Vegas	18,894	231
Cleveland	18,891	232
Redding	18,886	233
Wausau	18,881	234
Bryan-College Station	18,857	235
Pensacola	18,852	236
Colorado Springs	18,821	237
Parkersburg-Marietta	18,812	238
State College	18,793	239
Jackson, Mich.	18,752	240
Lincoln	18,737	241
Benton Harbor	18,705	242
Fresno	18,703	243
Canton	18,667	244
Daytona Beach	18,664	245
Tulsa	18,659	246
McAllen-Edinburg-Mission	18,646	247
Tuscaloosa	18,642	248
Mobile	18,615	249
Scranton-Wilkes-Barre	18,612	250
Pine Bluff	18,578	251
Fayetteville, N.C.	18,573	252
Olympia	18,570	253
Anderson, S.C.	18,518	254
Clarksville-Hopkinsville	18,503	255
Yakima	18,489	256
Asheville	18,488	257
Stockton	18,486	258
Akron	18,469	259
Lakeland-Winter Haven	18,442	260
Chattanooga	18,441	261
Salem, Ore.	18,435	262
Enid	18,344	263
Buffalo	18,265	264
Bakersfield	18,236	265
Charleston, W.Va.	18,187	266
Gary-Hammond	18,126	267
Hickory-Morganton	17,997	268
Lawton	17,948	269
Riverside-San Bernardino	17,924	270
Jacksonville, N.C.	17,908	271
Lorain-Elyria	17,879	272
Florence, Ala.	17,871	273
Ocala	17,823	274
Athens	17,789	275
Anderson, Ind.	17,730	276
Melbourne-Titusville-Palm Bay	17,669	277
Providence-Pawtucket-Woonsocket	17,653	278
Bradenton	17,612	279
Joliet	17,602	280
Erie	17,583	281
Utica-Rome	17,472	282
Brazoria	17,463	283
Tucson	17,300	284
Niagara Falls	17,204	285
Anniston	17,038	286
Vallejo-Fairfield-Napa	17,036	287
Pueblo	16,953	288
Sheboygan	16,922	289
Lawrence, Kans.	16,763	290
Gadsden	16,718	291
Muncie	16,700	292
Wheeling	16,692	293
Pittsburgh	16,683	294
Muskegon	16,625	295
Biloxi-Gulfport	16,420	296
Cumberland	16,248	297
Provo-Orem	16,231	298
Visalia-Tulare-Porterville	16,213	299
Bremerton	16,161	300
Killeen-Temple	16,135	301
Jamestown-Dunkirk	16,074	302
Hamilton-Middletown	16,037	303
Danville, Va.	15,977	304
Huntington-Ashland	15,897	305
Kenosha	15,877	306
Jersey City	15,678	307
Sharon	15,451	308
Johnson City-Kingsport-Bristol	15,275	309
Chico	15,237	310
Yuba City	15,167	311
Merced	15,036	312
Vancouver	15,005	313
New York	14,956	314
Greeley	14,497	315
Johnstown	14,493	316
Steubenville-Weirton	14,217	317
Pascagoula	14,054	318
Las Cruces	13,548	319
Beaver County, Pa.	12,843	320
Average Above Areas	**20,553**	
U.S. Average	**19,443**	

Food Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	12,745,608	1
New York	10,120,585	2
Chicago	7,993,391	3
Philadelphia	7,708,966	4
Boston–Lawrence–Salem–Lowell–Brockton	6,444,786	5
Washington	5,980,354	6
Houston	5,628,556	7
Nassau–Suffolk	5,304,225	8
Detroit	5,150,076	9
Dallas	4,621,584	10
Atlanta	4,068,911	11
Phoenix	4,036,448	12
Seattle	3,684,343	13
Minneapolis–St. Paul	3,644,276	14
Riverside–San Bernardino	3,604,871	15
Anaheim–Santa Ana	3,527,474	16
San Diego	3,509,674	17
St. Louis	3,469,068	18
Tampa–St. Petersburg–Clearwater	3,333,261	19
Baltimore	3,330,998	20
Oakland	3,261,304	21
Newark	3,201,482	22
Pittsburgh	2,970,470	23
San Francisco	2,851,806	24
Denver	2,820,470	25
Miami–Hialeah	2,727,655	26
Cleveland	2,596,728	27
Bergen–Passaic	2,398,537	28
Fort Worth–Arlington	2,337,700	29
Sacramento	2,333,884	30
New Orleans	2,316,837	31
Fort Lauderdale–Hollywood–Pompano Beach	2,304,208	32
Kansas City	2,287,655	33
Cincinnati	2,258,239	34
San Jose	2,077,977	35
San Antonio	2,075,157	36
Monmouth–Ocean	1,969,945	37
Norfolk–Virginia Beach–Newport News	1,962,878	38
Portland, Ore.	1,957,764	39
Middlesex–Somerset–Hunterdon	1,933,470	40
Milwaukee	1,873,090	41
Orlando	1,829,686	42
Rochester, N.Y.	1,797,176	43
Columbus, Ohio	1,746,189	44
Buffalo	1,712,587	45
Salt Lake City–Ogden	1,677,647	46
Charlotte–Gastonia–Rock Hill	1,645,120	47
Albany–Schenectady–Troy	1,625,823	48
Hartford–New Britain–Middletown–Bristol	1,588,428	49
Indianapolis	1,581,942	50
Total Top 50	**173,629,209**	
Austin	1,561,714	51
Bridgeport–Stamford–Norwalk–Danbury	1,502,639	52
West Palm Beach–Boca Raton–Delray Beach	1,483,165	53
Honolulu	1,464,451	54
Jacksonville, Fla.	1,399,268	55
Oklahoma City	1,356,961	56
Louisville	1,351,034	57
Richmond–Petersburg	1,350,502	58
New Haven–Waterbury–Meriden	1,343,201	59
Las Vegas	1,341,912	60
Nashville	1,317,634	61
Dayton–Springfield	1,290,589	62
Greensboro–Winston-Salem–High Point	1,281,194	63
Providence–Pawtucket–Woonsocket	1,262,251	64
Tulsa	1,172,172	65
Birmingham	1,162,221	66
Scranton–Wilkes-Barre	1,156,057	67
Memphis	1,155,850	68
Allentown–Bethlehem–Easton	1,135,355	69
Syracuse	1,133,744	70
Raleigh–Durham	1,120,279	71
Greenville–Spartanburg	1,047,065	72
Baton Rouge	1,031,503	73
Tucson	1,015,272	74
Worcester–Fitchburg–Leominster	1,010,929	75
Akron	986,440	76
Oxnard–Ventura	950,071	77
Omaha	931,132	78
New Bedford–Fall River–Attleboro	922,207	79
Springfield, Mass.	908,761	80
Toledo	890,063	81
Harrisburg–Lebanon–Carlisle	886,308	82
Wilmington, Del.	883,267	83
Knoxville	843,431	84
Fresno	836,047	85
Tacoma	811,075	86
Gary–Hammond	760,156	87
Grand Rapids	757,921	88
Charleston, S.C.	753,856	89
Des Moines	752,545	90
Little Rock–North Little Rock	738,998	91
Santa Rosa–Petaluma	736,939	92
Portsmouth–Dover–Rochester	735,113	93
Jersey City	728,826	94
El Paso	725,650	95
Lancaster	720,713	96
Wichita	711,309	97
Lake County, Ill.	704,019	98
Bakersfield	692,911	99
Spokane	689,958	100
Total Top 100	**226,132,987**	
Albuquerque	675,718	101
Stockton	675,211	102
Atlantic City	666,070	103
Daytona Beach	663,655	104
Santa Barbara–Santa Maria–Lompoc	659,294	105
Manchester–Nashua	643,711	106
Mobile	641,782	107
Lakeland–Winter Haven	628,159	108
Columbia, S.C.	619,413	109
York	618,595	110
Fort Myers–Cape Coral	612,514	111
Youngstown–Warren	605,678	112
Vallejo–Fairfield–Napa	600,934	113
Canton	596,088	114
Melbourne–Titusville–Palm Bay	587,104	115
Modesto	585,478	116
Augusta	584,180	117
Chattanooga	573,426	118
Trenton	570,524	119
Orange County, N.Y.	565,436	120
Corpus Christi	562,310	121
Poughkeepsie	548,815	122
Flint	548,745	123
Beaumont–Port Arthur	535,522	124
Portland, Me.	531,805	125
Davenport–Rock Island–Moline	525,941	126
Anchorage	516,461	127
Johnson City–Kingsport–Bristol	513,922	128
Reading	511,291	129
Sarasota	508,267	130
Colorado Springs	506,874	131
Lexington-Fayette	504,119	132
McAllen–Edinburg–Mission	496,061	133
Madison	488,728	134
Reno	488,575	135
Shreveport	485,814	136
Pensacola	477,787	137
Fort Wayne	470,979	138
Utica–Rome	470,652	139
Visalia–Tulare–Porterville	470,192	140
Eugene–Springfield	465,837	141
Galveston–Texas City	460,276	142
Jackson, Miss.	457,877	143
Peoria	454,852	144
Saginaw–Bay City–Midland	452,608	145
Boulder–Longmont	443,977	146
Lansing–East Lansing	442,714	147
Lafayette, La.	438,140	148
Aurora–Elgin	433,990	149
Fort Pierce	431,841	150
Total Top 150	**252,151,929**	
Salinas–Seaside–Monterey	426,738	151
Erie	420,105	152
Santa Cruz	414,535	153
Salem, Ore.	409,698	154
Appleton–Oshkosh–Neenah	408,694	155
Charleston, W.Va.	398,094	156
Binghamton	396,027	157
Rockford	390,015	158
Evansville	389,752	159
Boise	385,150	160
Hamilton–Middletown	384,950	161
Huntington–Ashland	379,018	162
Macon–Warner Robins	376,109	163
Savannah	373,100	164
Bradenton	372,813	165
Ann Arbor	368,836	166
New London–Norwich	364,044	167
Joliet	363,692	168
South Bend–Mishawaka	360,851	169
Duluth	358,625	170
Niagara Falls	356,581	171
Tallahassee	356,292	172
Gainesville	355,090	173
Brownsville–Harlingen	352,200	174
Amarillo	347,872	175
Naples	345,751	176
Houma–Thibodaux	343,232	177
Montgomery	340,564	178
Johnstown	337,964	179
Huntsville	335,359	180
Lubbock	334,762	181
Roanoke	334,548	182
Lake Charles	328,298	183
Lorain–Elyria	321,001	184
Columbus, Ga.	320,702	185
Waco	320,336	186
Hickory–Morganton	315,716	187
Ocala	313,304	188
Yakima	310,931	189
Lincoln	309,154	190
Springfield, Mo.	307,901	191
Brazoria	307,484	192
Fort Smith	305,866	193
Vancouver	304,006	194
Fort Collins–Loveland	303,856	195
Killeen–Temple	299,715	196
Provo–Orem	294,068	197
Olympia	288,675	198
Bremerton	282,099	199
Redding	281,333	200
Total Top 200	**269,547,436**	
Monroe	280,914	201
Longview–Marshall	279,961	202
Asheville	278,182	203
Fayetteville, N.C.	277,598	204
Bangor	277,229	205
Green Bay	274,110	206
Bellingham	268,942	207
Billings	265,633	208
Richland–Kennewick–Pasco	265,483	209
Cedar Rapids	265,232	210
Panama City	259,546	211
Tyler	259,289	212
Pittsfield	254,999	213
Chico	254,285	214
Vineland–Millville–Bridgeton	253,987	215
Burlington, Vt.	251,633	216
Beaver County, Pa.	248,925	217
Biloxi–Gulfport	248,493	218
Springfield, Ill.	247,412	219
Altoona	246,664	220
Charlottesville	242,627	221
Wheeling	240,303	222
Anderson, S.C.	238,167	223
Merced	236,969	224
Fargo–Moorhead	235,179	225
Laredo	233,965	226
Medford	233,182	227
Janesville–Beloit	232,992	228
Jamestown–Dunkirk	232,934	229
St. Cloud	230,598	230
Glens Falls	230,113	231
Topeka	229,510	232
Lima	227,640	233
Lynchburg	226,168	234
Midland, Tex.	221,346	235
Odessa	218,941	236
Racine	217,376	237
Elkhart–Goshen	215,149	238
Parkersburg–Marietta	214,786	239
Sioux Falls	212,994	240
Kalamazoo	211,308	241
Lewiston–Auburn	208,151	242
Alexandria, La.	206,973	243
Fort Walton Beach	205,899	244
Pueblo	205,323	245
Wilmington, N.C.	204,774	246
Joplin	204,729	247
Eau Claire	202,847	248
Williamsport	200,041	249
Benton Harbor	199,685	250
Total Top 250	**281,436,421**	
Fayetteville–Springdale	199,453	251
Sioux City	196,185	252
Yuba City	195,624	253
Florence, S.C.	195,532	254
Waterloo–Cedar Falls	194,791	255
Bryan–College Station	194,659	256
Florence, Ala.	193,867	257
Dothan	191,211	258
Champaign–Urbana–Rantoul	188,132	259
Athens	182,789	260
Hagerstown	182,659	261
Steubenville–Weirton	182,378	262
Greeley	180,712	263
Rochester, Minn.	178,197	264
Tuscaloosa	177,717	265
Albany, Ga.	177,524	266
Battle Creek	177,352	267
Iowa City	174,130	268
Burlington, N.C.	173,194	269
Anderson, Ind.	168,801	270
Bloomington–Normal	167,377	271
Sherman–Denison	165,708	272
Danville, Va.	164,052	273
Sharon	162,762	274
Lafayette–West Lafayette	162,216	275
Mansfield	158,367	276
Jackson, Mich.	156,932	277
Clarksville–Hopkinsville	154,414	278
Muskegon	154,233	279
Santa Fe	153,896	280
Yuma	153,431	281
Texarkana	151,403	282
Rapid City	151,084	283
Decatur, Ill.	148,719	284
Kenosha	144,374	285
Terre Haute	144,134	286
Sheboygan	143,125	287
State College	141,567	288
Bloomington, Ind.	141,209	289
Las Cruces	140,371	290
Victoria	139,834	291
Jacksonville, N.C.	138,978	292
Wichita Falls	138,894	293
San Angelo	138,851	294
Dubuque	138,483	295
Columbia, Mo.	138,378	296
Cumberland	136,540	297
Wausau	133,738	298
Owensboro	132,967	299
Elmira	132,822	300
Pascagoula	132,703	301
La Crosse	132,214	302
Kokomo	131,126	303
Abilene	127,312	304
Gadsden	125,526	305
Lawton	124,649	306
Bismarck	121,431	307
Muncie	120,866	308
Decatur, Ala.	120,043	309
Jackson, Tenn.	119,524	310
Casper	119,284	311
Great Falls	118,488	312
Kankakee	117,493	313
St. Joseph	114,425	314
Lawrence, Kans.	110,288	315
Pine Bluff	109,836	316
Grand Forks	106,670	317
Cheyenne	89,486	318
Anniston	84,947	319
Enid	80,119	320
Total Above Areas	**291,866,817**	
Percent of U.S.	**78.8287**	
U.S. Total	**370,284,607**	

Eating and Drinking Place Sales

Area	($000)	Rank
Los Angeles–Long Beach	8,524,056	1
New York	6,207,452	2
Chicago	5,278,839	3
Boston–Lawrence–Salem–Lowell–Brockton	4,432,429	4
Washington	3,615,325	5
Detroit	3,343,136	6
Philadelphia	3,107,033	7
Atlanta	2,754,778	8
Anaheim–Santa Ana	2,743,687	9
San Francisco	2,630,665	10
Dallas	2,500,459	11
Houston	2,421,471	12
Seattle	2,340,587	13
San Diego	2,335,486	14
Minneapolis–St. Paul	2,222,230	15
St. Louis	1,986,684	16
Oakland	1,931,184	17
Nassau–Suffolk	1,908,748	18
Riverside–San Bernardino	1,864,473	19
Phoenix	1,862,810	20
Baltimore	1,742,179	21
Tampa–St. Petersburg–Clearwater	1,677,413	22
Miami–Hialeah	1,661,530	23
Honolulu	1,611,005	24
San Jose	1,531,440	25
Denver	1,505,129	26
Cincinnati	1,378,199	27
Sacramento	1,372,471	28
Portland, Ore.	1,365,464	29
Cleveland	1,361,371	30
Pittsburgh	1,344,016	31
Fort Lauderdale–Hollywood–Pompano Beach	1,339,372	32
Orlando	1,281,802	33
Newark	1,267,653	34
Kansas City	1,248,008	35
Columbus, Ohio	1,247,365	36
Milwaukee	1,196,942	37
Indianapolis	1,164,472	38
San Antonio	1,117,620	39
New Orleans	1,090,904	40
Raleigh–Durham	1,004,883	41
Bergen–Passaic	1,000,617	42
Fort Worth–Arlington	993,521	43
Norfolk–Virginia Beach–Newport News	992,216	44
Hartford–New Britain–Middletown–Bristol	974,614	45
West Palm Beach–Boca Raton–Delray Beach	897,176	46
Nashville	897,125	47
Charlotte–Gastonia–Rock Hill	864,179	48
Jacksonville, Fla.	840,795	49
Louisville	785,684	50
Total Top 50	**100,766,697**	
Middlesex–Somerset–Hunterdon	756,140	51
Providence–Pawtucket–Woonsocket	748,819	52
Dayton–Springfield	742,509	53
Oklahoma City	739,735	54
Austin	735,930	55
Buffalo	724,504	56
Bridgeport–Stamford–Norwalk–Danbury	717,011	57
Monmouth–Ocean	716,422	58
New Haven–Waterbury–Meriden	707,212	59
Greensboro–Winston-Salem–High Point	698,632	60
Las Vegas	696,814	61
Salt Lake City–Ogden	696,094	62
Rochester, N.Y.	675,576	63
Albany–Schenectady–Troy	624,232	64
Worcester–Fitchburg–Leominster	609,849	65
Richmond–Petersburg	600,528	66
Birmingham	593,074	67
Memphis	578,337	68
Springfield, Mass.	574,618	69
Oxnard–Ventura	537,365	70
Tulsa	534,037	71
Omaha	518,041	72
Fresno	508,919	73
Akron	507,540	74
Knoxville	499,328	75
Toledo	498,688	76
New Bedford–Fall River–Attleboro	493,891	77
Grand Rapids	490,839	78
Tacoma	490,275	79
Tucson	471,972	80
Greenville–Spartanburg	469,548	81
Syracuse	461,230	82
Scranton–Wilkes-Barre	457,779	83
Albuquerque	455,814	84
Lake County, Ill.	444,575	85
Allentown–Bethlehem–Easton	429,125	86
Anchorage	419,996	87
Atlantic City	410,241	88
Santa Barbara–Santa Maria–Lompoc	406,871	89
Columbia, S.C.	397,840	90
Harrisburg–Lebanon–Carlisle	397,478	91
Wilmington, Del.	393,815	92
Wichita	390,745	93
Bakersfield	382,008	94
Gary–Hammond	373,820	95
Charleston, S.C.	363,952	96
Spokane	356,446	97
Little Rock–North Little Rock	351,051	98
Santa Rosa–Petaluma	350,596	99
Stockton	348,190	100
Total Top 100	**127,314,748**	
Portsmouth–Dover–Rochester	347,741	101
Des Moines	343,621	102
Madison	341,962	103
Daytona Beach	341,362	104
Vallejo–Fairfield–Napa	338,899	105
Salinas–Seaside–Monterey	337,408	106
Lexington-Fayette	334,220	107
Fort Myers–Cape Coral	329,727	108
Youngstown–Warren	323,836	109
Lansing–East Lansing	322,405	110
El Paso	321,707	111
Melbourne–Titusville–Palm Bay	316,578	112
Manchester–Nashua	311,726	113
Baton Rouge	304,753	114
Mobile	302,656	115
Portland, Me.	301,664	116
Lancaster	300,045	117
Colorado Springs	298,173	118
Saginaw–Bay City–Midland	297,567	119
Fort Wayne	297,149	120
Davenport–Rock Island–Moline	291,969	121
Jersey City	287,144	122
Augusta	286,600	123
Sarasota	280,920	124
Flint	280,349	125
Ann Arbor	279,210	126
Canton	277,924	127
Chattanooga	274,913	128
Eugene–Springfield	255,293	129
Jackson, Miss.	254,549	130
Pensacola	253,553	131
Modesto	253,344	132
York	247,186	133
Aurora–Elgin	245,734	134
Trenton	241,444	135
Lakeland–Winter Haven	239,334	136
Johnson City–Kingsport–Bristol	239,209	137
Appleton–Oshkosh–Neenah	236,713	138
Santa Cruz	234,696	139
Peoria	234,023	140
Reading	232,967	141
Beaumont–Port Arthur	226,035	142
Corpus Christi	225,419	143
Evansville	224,795	144
Shreveport	224,630	145
Boulder–Longmont	222,162	146
Rockford	220,669	147
Salem, Ore.	216,166	148
Macon–Warner Robins	213,004	149
Reno	211,024	150
Total Top 150	**141,138,925**	
New London–Norwich	210,759	151
Montgomery	206,214	152
South Bend–Mishawaka	205,020	153
Lubbock	204,994	154
Joliet	202,482	155
Savannah	197,581	156
Tallahassee	196,719	157
Utica–Rome	194,681	158
Bradenton	190,590	159
Fort Pierce	185,405	160
Huntsville	185,320	161
Kalamazoo	184,597	162
Erie	182,161	163
Orange County, N.Y.	181,194	164
Hamilton–Middletown	180,721	165
Roanoke	179,906	166
Springfield, Mo.	178,733	167
Lafayette, La.	176,663	168
Amarillo	174,679	169
Poughkeepsie	174,207	170
Charleston, W.Va.	172,694	171
Lincoln	172,109	172
Boise	172,069	173
Panama City	171,860	174
Galveston–Texas City	171,136	175
Vancouver	170,967	176
Columbus, Ga.	170,745	177
Champaign–Urbana–Rantoul	169,541	178
Binghamton	169,295	179
Huntington–Ashland	169,233	180
Gainesville	168,526	181
Naples	167,777	182
Fayetteville, N.C.	164,397	183
Green Bay	161,551	184
Burlington, Vt.	159,983	185
Fort Collins–Loveland	155,311	186
Pittsfield	155,210	187
Cedar Rapids	154,684	188
Duluth	154,514	189
Lorain–Elyria	149,020	190
Fort Walton Beach	148,129	191
Asheville	146,896	192
Ocala	144,218	193
Hickory–Morganton	142,331	194
McAllen–Edinburg–Mission	141,733	195
Waco	137,323	196
Niagara Falls	137,316	197
Topeka	136,866	198
Biloxi–Gulfport	135,468	199
Medford	135,038	200
Total Top 200	**149,637,491**	
Springfield, Ill.	134,863	201
Visalia–Tulare–Porterville	134,623	202
Wilmington, N.C.	133,633	203
Benton Harbor	132,845	204
Fargo–Moorhead	132,799	205
Yakima	132,055	206
Brownsville–Harlingen	128,964	207
Killeen–Temple	127,669	208
Fort Smith	126,490	209
Chico	125,090	210
Olympia	124,607	211
Bellingham	122,432	212
Santa Fe	122,064	213
Bloomington–Normal	120,035	214
Tyler	120,011	215
Billings	119,489	216
St. Cloud	118,871	217
Sioux Falls	118,372	218
Eau Claire	118,106	219
Bremerton	117,136	220
Monroe	116,053	221
Wichita Falls	115,506	222
Richland–Kennewick–Pasco	115,136	223
Johnstown	112,797	224
Lima	111,773	225
Longview–Marshall	110,120	226
Muskegon	109,350	227
Redding	109,224	228
Lafayette–West Lafayette	108,715	229
Athens	108,668	230
Elkhart–Goshen	107,800	231
Bangor	105,919	232
Janesville–Beloit	105,068	233
La Crosse	105,003	234
Racine	104,122	235
Battle Creek	102,660	236
Wheeling	101,597	237
Decatur, Ill.	99,845	238
Charlottesville	97,080	239
Houma–Thibodaux	97,049	240
Waterloo–Cedar Falls	96,990	241
Dothan	96,203	242
Lake Charles	96,044	243
Terre Haute	95,780	244
Clarksville–Hopkinsville	95,722	245
Bloomington, Ind.	95,436	246
Joplin	94,124	247
State College	93,710	248
Lynchburg	92,842	249
Provo–Orem	90,884	250
Total Top 250	**155,238,865**	
Glens Falls	90,728	251
Mansfield	90,699	252
Brazoria	90,314	253
Sioux City	90,289	254
Tuscaloosa	90,036	255
Pueblo	89,381	256
Parkersburg–Marietta	88,935	257
Iowa City	88,389	258
Jacksonville, N.C.	88,195	259
Jackson, Mich.	87,373	260
Kenosha	87,340	261
Abilene	86,044	262
Rochester, Minn.	86,004	263
Bryan–College Station	84,974	264
Anderson, Ind.	84,413	265
Muncie	83,355	266
Anderson, S.C.	83,330	267
Columbia, Mo.	81,217	268
Beaver County, Pa.	80,900	269
Altoona	80,789	270
Lewiston–Auburn	80,733	271
Merced	80,422	272
Kokomo	79,140	273
Odessa	76,784	274
Wausau	76,400	275
Florence, Ala.	75,638	276
Rapid City	74,785	277
Anniston	74,139	278
Alexandria, La.	73,528	279
Jamestown–Dunkirk	73,100	280
Great Falls	72,139	281
Dubuque	71,624	282
Albany, Ga.	71,090	283
Greeley	71,034	284
Las Cruces	69,202	285
Texarkana	69,123	286
Lawrence, Kans.	68,967	287
Laredo	68,528	288
Sheboygan	67,931	289
Florence, S.C.	67,555	290
Steubenville–Weirton	67,394	291
Hagerstown	67,311	292
Fayetteville–Springdale	66,126	293
Burlington, N.C.	66,066	294
San Angelo	64,832	295
Williamsport	63,954	296
Vineland–Millville–Bridgeton	63,861	297
Sharon	63,677	298
Cheyenne	62,699	299
Cumberland	62,485	300
Bismarck	61,504	301
Midland, Tex.	61,319	302
Yuba City	58,991	303
Decatur, Ala.	58,360	304
Yuma	58,046	305
St. Joseph	57,347	306
Elmira	57,142	307
Owensboro	56,818	308
Pascagoula	56,678	309
Grand Forks	56,162	310
Lawton	54,605	311
Sherman–Denison	52,983	312
Danville, Va.	52,530	313
Gadsden	51,650	314
Kankakee	51,610	315
Victoria	47,370	316
Jackson, Tenn.	45,414	317
Casper	45,394	318
Pine Bluff	42,169	319
Enid	33,358	320
Total Above Areas	**160,141,287**	
Percent of U.S.	**84.6448**	
U.S. Total	**189,192,156**	

General Merchandise Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	6,439,334	1
Chicago	5,251,853	2
New York	4,936,295	3
Detroit	4,649,440	4
Philadelphia	3,999,091	5
Washington	3,607,115	6
Boston–Lawrence–Salem–Lowell–Brockton	3,211,997	7
Atlanta	3,115,726	8
Houston	3,012,896	9
Minneapolis–St. Paul	2,999,206	10
Dallas	2,960,324	11
St. Louis	2,658,587	12
Anaheim–Santa Ana	2,386,615	13
Nassau–Suffolk	2,372,906	14
San Diego	2,212,008	15
Riverside–San Bernardino	2,185,053	16
Tampa–St. Petersburg–Clearwater	2,077,477	17
Baltimore	2,061,301	18
Phoenix	2,054,604	19
Denver	1,910,910	20
Seattle	1,888,872	21
Miami–Hialeah	1,828,751	22
Kansas City	1,816,007	23
Portland, Ore.	1,802,447	24
Cleveland	1,780,242	25
Pittsburgh	1,774,971	26
San Francisco	1,634,933	27
Oakland	1,630,957	28
Cincinnati	1,622,790	29
Columbus, Ohio	1,538,945	30
Indianapolis	1,512,229	31
Fort Worth–Arlington	1,509,994	32
Milwaukee	1,427,964	33
Honolulu	1,397,914	34
San Jose	1,394,932	35
Bergen–Passaic	1,287,933	36
Nashville	1,263,537	37
Fort Lauderdale–Hollywood–Pompano Beach	1,237,079	38
Sacramento	1,200,091	39
Orlando	1,167,832	40
Norfolk–Virginia Beach–Newport News	1,167,760	41
New Orleans	1,144,295	42
San Antonio	1,143,198	43
Dayton–Springfield	1,141,176	44
Louisville	1,103,192	45
Grand Rapids	1,028,806	46
Newark	1,028,536	47
Memphis	1,026,834	48
West Palm Beach–Boca Raton–Delray Beach	1,019,992	49
Middlesex–Somerset–Hunterdon	1,008,907	50
Total Top 50	**105,633,854**	
Salt Lake City–Ogden	997,557	51
Hartford–New Britain–Middletown–Bristol	924,674	52
Charlotte–Gastonia–Rock Hill	888,076	53
Oklahoma City	866,338	54
Monmouth–Ocean	854,057	55
Birmingham	852,180	56
St. Cloud	848,887	57
Toledo	827,070	58
Albany–Schenectady–Troy	821,224	59
Richmond–Petersburg	820,660	60
Greensboro–Winston Salem–High Point	766,393	61
Buffalo	763,159	62
Jacksonville, Fla.	756,392	63
Providence–Pawtucket–Woonsocket	721,975	64
Rochester, N.Y.	710,762	65
Austin	705,125	66
Oxnard–Ventura	702,968	67
Omaha	695,088	68
Scranton–Wilkes-Barre	689,292	69
Bridgeport–Stamford–Norwalk–Danbury	679,401	70
Lansing–East Lansing	675,844	71
Las Vegas	661,314	72
Raleigh–Durham	647,836	73
Baton Rouge	631,097	74
Tulsa	619,764	75
Little Rock–North Little Rock	618,102	76
Wilmington, Del.	616,373	77
Knoxville	613,333	78
New Haven–Waterbury–Meriden	613,177	79
El Paso	606,645	80
Worcester–Fitchburg–Leominster	602,257	81
Tucson	594,092	82
Tacoma	593,408	93
Springfield, Mass.	579,580	84
Akron	573,611	85
Flint	559,921	86
Wichita	550,429	87
Allentown–Bethlehem–Easton	542,924	88
Greenville–Spartanburg	541,001	89
Albuquerque	536,749	90
Harrisburg–Lebanon–Carlisle	536,542	91
Saginaw–Bay City–Midland	523,035	92
Jackson, Miss.	522,397	93
Manchester–Nashua	512,339	94
Lake County, Ill.	502,328	95
Youngstown–Warren	492,608	96
New Bedford–Fall River–Attleboro	490,349	97
Gary–Hammond	485,466	98
Des Moines	484,761	99
Lexington-Fayette	475,463	100
Total Top 100	**138,527,877**	
Augusta	458,259	101
Beaumont–Port Arthur	455,117	102
Syracuse	449,485	103
Columbia, S.C.	442,132	104
Mobile	440,462	105
Portsmouth–Dover–Rochester	436,827	106
Anchorage	435,036	107
Johnson City–Kingsport–Bristol	434,134	108
Melbourne–Titusville–Palm Bay	429,344	109
Reno	428,421	110
Fresno	419,721	111
Spokane	413,445	112
Chattanooga	406,565	113
Fort Wayne	400,544	114
Shreveport	399,671	115
Springfield, Mo.	398,186	116
Charleston, S.C.	396,696	117
Canton	394,965	118
Davenport–Rock Island–Moline	388,849	119
Fort Myers–Cape Coral	387,613	120
Peoria	384,352	121
Appleton–Oshkosh–Neenah	383,025	122
Kalamazoo	381,128	123
Madison	376,242	124
Colorado Springs	375,540	125
McAllen–Edinburg–Mission	374,680	126
Daytona Beach	366,538	127
Rockford	365,036	128
Bakersfield	358,113	129
Aurora–Elgin	355,561	130
Lakeland–Winter Haven	353,049	131
Ann Arbor	348,908	132
Santa Rosa–Petaluma	341,137	133
Huntsville	337,114	134
Green Bay	336,787	135
Huntington–Ashland	336,263	136
Sarasota	334,350	137
Corpus Christi	332,458	138
Amarillo	331,604	139
Stockton	328,620	140
Pensacola	326,302	141
Evansville	322,284	142
Reading	316,687	143
South Bend–Mishawaka	313,742	144
Vallejo–Fairfield–Napa	301,209	145
Montgomery	300,247	146
Trenton	298,707	147
York	293,247	148
Modesto	281,629	149
Poughkeepsie	280,917	150
Total Top 150	**157,078,825**	
Macon–Warner Robins	277,251	151
Savannah	274,396	152
Roanoke	274,303	153
Springfield, Ill.	273,720	154
Orange County, N.Y.	273,498	155
Portland, Me.	271,040	156
Eugene–Springfield	266,061	157
Fayetteville, N.C.	265,999	158
Lafayette, La.	265,300	159
Duluth	263,355	160
Charleston, W.Va.	261,970	161
Atlantic City	260,662	162
Binghamton	259,866	163
Jackson, Mich.	258,440	164
Lubbock	258,332	165
Tallahassee	255,340	166
Salem, Ore.	251,183	167
Cedar Rapids	249,315	168
Lancaster	248,794	169
Joliet	242,944	170
Erie	240,886	171
Salinas–Seaside–Monterey	237,295	172
Waco	237,205	173
Utica–Rome	237,036	174
Fort Smith	234,310	175
Brownsville–Harlingen	230,469	176
Galveston–Texas City	230,407	177
Killeen–Temple	229,745	178
Columbus, Ga.	229,423	179
Lorain–Elyria	227,493	180
Gainesville	227,432	181
Tyler	218,930	182
Fargo–Moorhead	215,679	183
Santa Barbara–Santa Maria–Lompoc	212,741	184
Fayetteville–Springdale	212,542	185
Lincoln	212,485	186
Battle Creek	208,780	187
New London–Norwich	208,778	188
Fort Pierce	208,272	189
Alexandria, La.	205,026	190
Lake Charles	203,292	191
Champaign–Urbana–Rantoul	200,849	192
Muskegon	200,290	193
Boulder–Longmont	199,035	194
Parkersburg–Marietta	198,595	195
Bradenton	198,080	196
Vancouver	195,516	197
Jersey City	195,267	198
Lima	194,020	199
Rochester, Minn.	192,174	200
Total Top 200	**168,772,654**	
Biloxi–Gulfport	191,658	201
Mansfield	190,591	202
Lafayette–West Lafayette	190,210	203
Waterloo–Cedar Falls	188,441	204
Texarkana	184,279	205
Boise	182,569	206
Wichita Falls	182,024	207
Topeka	181,743	208
Sioux Falls	181,041	209
Asheville	180,661	210
Medford	180,098	211
Houma–Thibodaux	179,010	212
Racine	178,996	213
Joplin	178,003	214
Brazoria	175,692	215
Ocala	175,325	216
Fort Walton Beach	174,775	217
Wheeling	174,649	218
Niagara Falls	170,264	219
Provo–Orem	168,482	220
Panama City	168,451	221
Hamilton–Middletown	167,979	222
Monroe	167,866	223
Dothan	165,866	224
Wilmington, N.C.	165,269	225
Tuscaloosa	163,691	226
Decatur, Ill.	161,592	227
Lynchburg	160,096	228
Beaver County, Pa.	159,806	229
Florence, Ala.	157,491	230
Abilene	156,655	231
La Crosse	154,334	232
Bloomington–Normal	154,043	233
Eau Claire	153,712	234
Hickory–Morganton	153,452	235
Columbia, Mo.	153,116	236
Benton Harbor	152,975	237
Wausau	150,977	238
Lawton	150,090	239
Sioux City	149,991	240
Longview–Marshall	149,300	241
Fort Collins–Loveland	147,829	242
Richland–Kennewick–Pasco	147,161	243
Clarksville–Hopkinsville	147,120	244
Billings	144,029	245
Midland, Tex.	142,993	246
Visalia–Tulare–Porterville	142,190	247
Bangor	142,036	248
Dubuque	141,258	249
Janesville–Beloit	141,103	250
Total Top 250	**176,993,636**	
Bremerton	141,021	251
Laredo	140,269	252
Altoona	137,495	253
Athens	134,920	254
Naples	134,490	255
Elkhart–Goshen	134,263	256
Yakima	133,618	257
Pittsfield	132,638	258
Florence, S.C.	132,183	259
Albany, Ga.	131,853	260
Olympia	131,208	261
Grand Forks	130,912	262
Johnstown	129,474	263
Bismarck	128,867	264
Anderson, S.C.	128,586	265
Steubenville–Weirton	126,861	266
St. Joseph	126,559	267
Terre Haute	124,982	268
Rapid City	124,371	269
Owensboro	123,949	270
Elmira	122,244	271
Pueblo	121,938	272
Chico	121,204	273
Sherman–Denison	120,691	274
Bellingham	119,752	275
Odessa	118,371	276
Jackson, Tenn.	116,437	277
Bryan–College Station	116,385	278
Santa Cruz	115,632	279
Anniston	114,488	280
Charlottesville	112,298	281
Santa Fe	111,606	282
Kokomo	111,383	283
Hagerstown	110,370	284
Bloomington, Ind.	110,210	285
Burlington, Vt.	109,087	286
Muncie	108,301	287
Anderson, Ind.	108,223	288
Danville, Va.	106,096	289
Cumberland	104,728	290
Great Falls	102,824	291
Jacksonville, N.C.	102,549	292
Lewiston–Auburn	101,976	293
Sheboygan	100,715	294
Yuma	100,285	295
State College	99,866	296
Greeley	99,794	297
Kankakee	99,425	298
Redding	97,826	299
Vineland–Millville–Bridgeton	97,697	300
Las Cruces	97,654	301
San Angelo	97,293	302
Gadsden	97,273	303
Iowa City	95,921	304
Williamsport	94,189	305
Jamestown–Dunkirk	93,012	306
Decatur, Ala.	92,553	307
Glens Falls	91,626	308
Victoria	84,266	309
Sharon	82,876	310
Burlington, N.C.	81,346	311
Merced	79,168	312
Cheyenne	78,735	313
Pascagoula	77,788	314
Enid	76,166	315
Pine Bluff	75,006	316
Lawrence, Kans.	70,900	317
Kenosha	69,692	318
Yuba City	66,962	319
Casper	54,763	320
Total Above Areas	**184,561,745**	
Percent of U.S.	**84.8585**	
U.S. Total	**217,493,516**	

Furniture/Home Furnishing/Appliance Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	4,270,097	1
New York	3,274,236	2
Chicago	2,737,480	3
Washington	2,026,071	4
Detroit	1,829,698	5
Philadelphia	1,693,050	6
Boston–Lawrence–Salem–Lowell–Brockton	1,493,827	7
Nassau–Suffolk	1,491,873	8
Anaheim–Santa Ana	1,295,860	9
Atlanta	1,278,402	10
San Diego	1,244,208	11
Houston	1,213,836	12
Dallas	1,161,007	13
Seattle	1,073,491	14
Oakland	1,036,683	15
San Francisco	1,022,255	16
Phoenix	1,003,776	17
San Jose	970,315	18
Minneapolis–St. Paul	903,654	19
Miami–Hialeah	889,413	20
Baltimore	878,051	21
Tampa–St. Petersburg–Clearwater	870,814	22
Bergen–Passaic	848,222	23
Newark	825,586	24
Denver	800,299	25
Riverside–San Bernardino	774,182	26
Milwaukee	705,622	27
St. Louis	684,088	28
Portland, Ore.	677,603	29
Pittsburgh	651,704	30
Sacramento	650,990	31
Fort Lauderdale–Hollywood–Pompano Beach	644,868	32
Greensboro–Winston-Salem–High Point	625,031	33
Cleveland	623,337	34
Middlesex–Somerset–Hunterdon	589,190	35
Indianapolis	557,511	36
Norfolk–Virginia Beach–Newport News	525,986	37
Fort Worth–Arlington	520,779	38
Cincinnati	507,879	39
Columbus, Ohio	503,759	40
Hartford–New Britain–Middletown–Bristol	493,191	41
West Palm Beach–Boca Raton–Delray Beach	491,050	42
Kansas City	480,122	43
Orlando	471,104	44
Charlotte–Gastonia–Rock Hill	463,363	45
New Orleans	462,159	46
Salt Lake City–Ogden	459,120	47
San Antonio	444,729	48
Monmouth–Ocean	443,428	49
Nashville	438,161	50
Total Top 50	**50,021,160**	
Jacksonville, Fla.	401,247	51
Rochester, N.Y.	391,243	52
Bridgeport–Stamford–Norwalk–Danbury	382,516	53
Louisville	376,912	54
Buffalo	361,942	55
Memphis	354,151	56
Richmond–Petersburg	351,402	57
Austin	339,287	58
Oklahoma City	336,875	59
Raleigh–Durham	336,268	60
Albany–Schenectady–Troy	330,108	61
Grand Rapids	322,668	62
Lake County, Ill.	306,148	63
New Haven–Waterbury–Meriden	302,982	64
Honolulu	289,282	65
Dayton–Springfield	281,977	66
Oxnard–Ventura	279,986	67
Las Vegas	278,114	68
Knoxville	270,831	69
Jersey City	270,608	70
Worcester–Fitchburg–Leominster	268,246	71
Fresno	259,851	72
Omaha	258,500	73
Syracuse	257,701	74
Birmingham	255,484	75
Greenville–Spartanburg	249,457	76
Wilmington, Del.	247,434	77
Akron	244,739	78
Toledo	238,352	79
Tucson	236,629	80
Tulsa	234,065	81
Providence–Pawtucket–Woonsocket	223,121	82
Albuquerque	220,684	83
Harrisburg–Lebanon–Carlisle	219,252	84
Tacoma	218,825	85
Scranton–Wilkes-Barre	218,330	86
Lansing–East Lansing	218,285	87
Sarasota	217,708	88
Fort Myers–Cape Coral	215,037	89
Madison	211,325	90
Portsmouth–Dover–Rochester	210,008	91
Baton Rouge	208,625	92
Allentown–Bethlehem–Easton	208,408	93
Lancaster	206,779	94
Columbia, S.C.	205,336	95
Springfield, Mass.	200,423	96
Youngstown–Warren	187,123	97
El Paso	185,975	98
Bakersfield	185,690	99
Lexington-Fayette	183,332	100
Total Top 100	**63,260,431**	
Santa Rosa–Petaluma	180,164	101
Santa Barbara–Santa Maria–Lompoc	175,775	102
Little Rock–North Little Rock	173,954	103
Flint	172,311	104
Manchester–Nashua	168,986	105
Colorado Springs	167,147	106
New Bedford–Fall River–Attleboro	166,768	107
Chattanooga	165,598	108
Charleston, S.C.	162,999	109
Saginaw–Bay City–Midland	158,968	110
Fort Wayne	158,813	111
Stockton	157,839	112
Modesto	155,210	113
Trenton	154,086	114
Naples	146,522	115
Vallejo–Fairfield–Napa	143,763	116
Lakeland–Winter Haven	143,211	117
Gary–Hammond	142,701	118
Des Moines	141,519	119
Appleton–Oshkosh–Neenah	139,462	120
Mobile	138,922	121
Aurora–Elgin	138,514	122
Melbourne–Titusville–Palm Bay	138,235	123
Ann Arbor	137,743	124
Jackson, Miss.	136,178	125
Canton	135,699	126
Reading	135,623	127
Daytona Beach	134,469	128
Augusta	134,434	129
Atlantic City	133,973	130
Shreveport	130,869	131
Salinas–Seaside–Monterey	129,941	132
Fort Pierce	129,212	133
Green Bay	125,804	134
Rockford	120,922	135
Reno	120,375	136
York	119,335	137
Pensacola	116,888	138
South Bend–Mishawaka	116,768	139
Spokane	114,994	140
Evansville	114,574	141
Huntsville	113,794	142
Davenport–Rock Island–Moline	112,373	143
Wichita	111,969	144
Kalamazoo	110,799	145
Fayetteville, N.C.	110,787	146
Orange County, N.Y.	110,388	147
Roanoke	105,746	148
Johnson City–Kingsport–Bristol	105,220	149
Portland, Me.	103,179	150
Total Top 150	**70,143,954**	
Savannah	102,833	151
Montgomery	101,165	152
Erie	101,126	153
Joliet	100,553	154
Poughkeepsie	100,534	155
Hickory–Morganton	99,040	156
Peoria	98,999	157
Boulder–Longmont	94,774	158
Beaumont–Port Arthur	93,582	159
McAllen–Edinburg–Mission	93,019	160
Eugene–Springfield	92,777	161
Visalia–Tulare–Porterville	91,366	162
Macon–Warner Robins	91,107	163
Anchorage	90,181	164
Huntington–Ashland	89,440	165
Tallahassee	89,435	166
Corpus Christi	89,250	167
Salem, Ore.	88,314	168
Bradenton	85,548	169
Utica–Rome	84,580	170
Chico	83,893	171
Lubbock	82,172	172
Binghamton	81,828	173
Santa Cruz	79,724	174
Boise	79,164	175
Columbus, Ga.	78,845	176
Asheville	78,817	177
Fort Collins–Loveland	76,031	178
Lorain–Elyria	74,937	179
Amarillo	74,436	180
New London–Norwich	74,361	181
Wilmington, N.C.	73,804	182
Racine	71,351	183
Olympia	70,502	184
Bellingham	70,445	185
Charleston, W.Va.	69,942	186
Gainesville	69,694	187
Longview–Marshall	68,257	188
Bremerton	68,016	189
Springfield, Ill.	67,713	190
Killeen–Temple	67,188	191
Champaign–Urbana–Rantoul	64,446	192
Fort Walton Beach	64,045	193
Laredo	63,807	194
Dothan	62,139	195
Hamilton–Middletown	61,855	196
Ocala	61,756	197
Tyler	61,389	198
Vancouver	60,062	199
Cedar Rapids	59,991	200
Total Top 200	**74,142,187**	
Monroe	58,539	201
St. Cloud	58,520	202
Burlington, Vt.	57,950	203
Charlottesville	57,190	204
Duluth	57,097	205
Niagara Falls	56,761	206
Altoona	56,105	207
Redding	55,599	208
Medford	55,550	209
Lima	55,424	210
Fargo–Moorhead	55,185	211
Sioux Falls	52,832	212
Johnstown	52,760	213
Provo–Orem	52,489	214
Clarksville–Hopkinsville	52,263	215
Billings	52,137	216
Lafayette, La.	52,092	217
Yakima	51,690	218
Jacksonville, N.C.	51,525	219
Tuscaloosa	50,684	220
Panama City	50,390	221
Mansfield	50,113	222
Brownsville–Harlingen	50,082	223
Bloomington–Normal	49,971	224
Wheeling	49,440	225
La Crosse	49,203	226
Parkersburg–Marietta	49,146	227
Pittsfield	48,435	228
Springfield, Mo.	47,908	229
Lafayette–West Lafayette	47,754	230
Rochester, Minn.	47,731	231
State College	47,302	232
Albany, Ga.	46,737	233
Lynchburg	46,582	234
Fort Smith	46,294	235
Waco	46,155	236
Biloxi–Gulfport	45,424	237
Burlington, N.C.	45,162	238
Janesville–Beloit	45,081	239
Athens	44,883	240
Bangor	44,178	241
Decatur, Ala.	43,010	242
Topeka	42,930	243
Lincoln	42,772	244
Hagerstown	42,467	245
Muskegon	42,355	246
Galveston–Texas City	41,920	247
Richland–Kennewick–Pasco	41,881	248
Eau Claire	41,820	249
Merced	41,502	250
Total Top 250	**76,613,207**	
Battle Creek	40,998	251
Pueblo	40,943	252
Santa Fe	40,829	253
Florence, Ala.	40,232	254
Lake Charles	39,975	255
Terre Haute	39,942	256
Anderson, S.C.	39,848	257
Jackson, Mich.	39,378	258
Wichita Falls	38,575	259
Beaver County, Pa.	38,432	260
Sharon	38,162	261
Williamsport	38,039	262
Abilene	38,028	263
Yuba City	37,627	264
Gadsden	37,442	265
Fayetteville–Springdale	37,192	266
Cumberland	37,160	267
Florence, S.C.	36,307	268
Jamestown–Dunkirk	36,033	269
San Angelo	35,797	270
Iowa City	35,698	271
Wausau	35,508	272
Bloomington, Ind.	34,793	273
Kokomo	34,719	274
Decatur, Ill.	34,407	275
Owensboro	34,206	276
Bryan–College Station	34,079	277
Anderson, Ind.	33,970	278
Texarkana	33,912	279
Alexandria, La.	33,388	280
Danville, Va.	33,370	281
Glens Falls	33,099	282
Muncie	33,044	283
Kenosha	32,959	284
Elkhart–Goshen	32,898	285
Houma–Thibodaux	32,529	286
Vineland–Millville–Bridgeton	32,043	287
Columbia, Mo.	31,828	288
Jackson, Tenn.	31,393	289
Great Falls	31,068	290
Steubenville–Weirton	28,942	291
Lawton	28,685	292
Elmira	28,079	293
Rapid City	27,913	294
Anniston	27,462	295
Victoria	27,130	296
Sioux City	27,001	297
Yuma	26,907	298
Odessa	26,298	299
Joplin	25,860	300
Waterloo–Cedar Falls	25,287	301
Dubuque	24,991	302
Las Cruces	24,848	303
Benton Harbor	24,295	304
Greeley	23,739	305
Casper	23,569	306
Brazoria	23,435	307
Sherman–Denison	23,397	308
Midland, Tex.	23,188	309
Pine Bluff	22,086	310
Lewiston–Auburn	21,142	311
Kankakee	21,134	312
Lawrence, Kans.	20,908	313
Bismarck	20,214	314
Cheyenne	19,528	315
Grand Forks	17,935	316
Sheboygan	17,139	317
St. Joseph	15,389	318
Pascagoula	15,161	319
Enid	13,917	320
Total Above Areas	**78,748,636**	
Percent of U.S.	**87.6583**	
U.S. Total	**89,838,952**	

Automotive Dealer Sales

Area	($000)	Rank
Los Angeles–Long Beach	11,743,787	1
Chicago	8,621,449	2
Detroit	7,489,443	3
Philadelphia	7,329,641	4
Boston–Lawrence–Salem–Lowell–Brockton	6,709,052	5
Washington	6,520,468	6
Dallas	6,355,506	7
Houston	6,312,164	8
New York	5,600,940	9
Atlanta	5,295,076	10
Nassau–Suffolk	5,065,589	11
Minneapolis–St. Paul	4,758,540	12
Anaheim–Santa Ana	4,285,023	13
St. Louis	4,241,250	14
Tampa–St. Petersburg–Clearwater	3,841,118	15
Baltimore	3,833,242	16
San Diego	3,652,912	17
Phoenix	3,611,328	18
Fort Lauderdale–Hollywood–Pompano Beach	3,571,239	19
Kansas City	3,342,790	20
Miami–Hialeah	3,236,723	21
Fort Worth–Arlington	3,094,597	22
Riverside–San Bernardino	3,015,228	23
Newark	2,916,288	24
Pittsburgh	2,910,100	25
Oakland	2,885,563	26
Seattle	2,835,990	27
Cleveland	2,637,972	28
Denver	2,566,844	29
Sacramento	2,523,300	30
Bergen–Passaic	2,490,693	31
Orlando	2,398,685	32
Indianapolis	2,393,380	33
San Antonio	2,384,388	34
Columbus, Ohio	2,375,423	35
Norfolk–Virginia Beach–Newport News	2,245,495	36
Portland, Ore.	2,212,469	37
San Jose	2,208,927	38
Milwaukee	2,129,058	39
Charlotte–Gastonia–Rock Hill	2,092,408	40
Cincinnati	2,073,619	41
West Palm Beach–Boca Raton–Delray Beach	2,057,207	42
Oklahoma City	2,056,892	43
Hartford–New Britain–Middletown–Bristol	1,976,590	44
Jacksonville, Fla.	1,952,105	45
Monmouth–Ocean	1,930,663	46
Nashville	1,923,147	47
New Orleans	1,849,543	48
Memphis	1,815,422	49
San Francisco	1,799,606	50
Total Top 50	**183,188,882**	
Rochester, N.Y.	1,772,024	51
Birmingham	1,767,721	52
Middlesex–Somerset–Hunterdon	1,692,140	53
Dayton–Springfield	1,631,083	54
Albany–Schenectady–Troy	1,543,153	55
Louisville	1,508,967	56
Greensboro–Winston-Salem–High Point	1,497,186	57
Salt Lake City–Ogden	1,449,977	58
Richmond–Petersburg	1,447,165	59
Buffalo	1,426,368	60
Bridgeport–Stamford–Norwalk–Danbury	1,350,214	61
Austin	1,313,797	62
Worcester–Fitchburg–Leominster	1,313,690	63
Raleigh–Durham	1,289,093	64
Tulsa	1,282,848	65
Grand Rapids	1,263,104	66
New Haven–Waterbury–Meriden	1,256,640	67
Lake County, Ill.	1,255,260	68
Harrisburg–Lebanon–Carlisle	1,204,249	69
Knoxville	1,197,744	70
Omaha	1,194,503	71
Oxnard–Ventura	1,164,280	72
Las Vegas	1,110,357	73
Little Rock–North Little Rock	1,103,211	74
Providence–Pawtucket–Woonsocket	1,082,440	75
Honolulu	1,076,095	76
Syracuse	1,067,195	77
Allentown–Bethlehem–Easton	1,044,491	78
Wilmington, Del.	1,014,562	79
Greenville–Spartanburg	1,000,732	80
Scranton–Wilkes-Barre	942,211	81
Albuquerque	939,039	82
Fresno	933,230	83
Baton Rouge	906,266	84
Akron	893,061	85
Toledo	889,242	86
Springfield, Mass.	889,172	87
Tucson	848,492	88
New Bedford–Fall River–Attleboro	833,909	89
Tacoma	828,916	90
Columbia, S.C.	828,553	91
Des Moines	817,637	92
El Paso	793,575	93
Wichita	782,312	94
Flint	780,713	95
Youngstown–Warren	776,026	96
Jackson, Miss.	749,867	97
Mobile	737,783	98
Charleston, S.C.	737,386	99
Portsmouth–Dover–Rochester	733,147	100
Total Top 100	**239,149,384**	
Lancaster	727,131	101
Gary–Hammond	723,205	102
Melbourne–Titusville–Palm Bay	718,103	103
Manchester–Nashua	707,411	104
Sarasota	696,230	105
Lakeland–Winter Haven	678,632	106
Beaumont–Port Arthur	677,820	107
Fort Myers–Cape Coral	677,292	108
Chattanooga	676,175	109
Bakersfield	665,889	110
Lansing–East Lansing	665,257	111
Saginaw–Bay City–Midland	664,731	112
Fort Wayne	656,435	113
Spokane	650,582	114
Corpus Christi	645,543	115
Trenton	639,101	116
Daytona Beach	627,515	117
Madison	612,500	118
Lexington-Fayette	611,937	119
Colorado Springs	610,535	120
Augusta	602,188	121
Davenport–Rock Island–Moline	599,902	122
Johnson City–Kingsport–Bristol	597,593	123
York	595,878	124
Peoria	594,740	125
Atlantic City	582,391	126
Pensacola	576,616	127
Shreveport	576,594	128
Canton	565,200	129
Stockton	558,848	130
Lubbock	551,037	131
Montgomery	550,268	132
Springfield, Mo.	543,951	133
Appleton–Oshkosh–Neenah	541,566	134
Joliet	536,294	135
Fort Pierce	515,363	136
Eugene–Springfield	514,658	137
Macon–Warner Robins	501,017	138
Vallejo–Fairfield–Napa	496,787	139
Orange County, N.Y.	492,318	140
Ann Arbor	492,088	141
Reno	487,152	142
Santa Rosa–Petaluma	485,749	143
Aurora–Elgin	480,445	144
Roanoke	477,988	145
Poughkeepsie	475,468	146
Portland, Me.	474,168	147
Reading	472,028	148
Hamilton–Middletown	462,956	149
Jersey City	451,870	150
Total Top 150	**268,334,456**	
Santa Cruz	450,351	151
Modesto	441,693	152
Charleston, W.Va.	441,586	153
Huntsville	440,350	154
Amarillo	437,806	155
Lorain–Elyria	430,663	156
Utica–Rome	415,629	157
Binghamton	413,278	158
South Bend–Mishawaka	410,634	159
New London–Norwich	408,123	160
Gainesville	400,512	161
Savannah	392,641	162
McAllen–Edinburg–Mission	391,053	163
Fayetteville, N.C.	390,938	164
Rockford	390,643	165
Boulder–Longmont	387,164	166
Santa Barbara–Santa Maria–Lompoc	386,152	167
Salinas–Seaside–Monterey	382,298	168
Huntington–Ashland	380,257	169
Bradenton	377,386	170
Evansville	376,236	171
Columbus, Ga.	374,750	172
Salem, Ore.	373,363	173
Elkhart–Goshen	367,292	174
Green Bay	366,036	175
Hickory–Morganton	365,778	176
Lincoln	357,671	177
Erie	355,544	178
Longview–Marshall	354,810	179
Duluth	348,439	180
Cedar Rapids	346,341	181
Tallahassee	344,267	182
Topeka	341,995	183
Tyler	340,913	184
Monroe	327,086	185
Kalamazoo	323,467	186
Bangor	322,302	187
Anchorage	319,221	188
Racine	314,590	189
Lafayette, La.	313,408	190
Sioux Falls	313,323	191
Vineland–Millville–Bridgeton	312,392	192
Lima	307,281	193
Galveston–Texas City	305,251	194
Ocala	304,383	195
Fargo–Moorhead	302,281	196
Waterloo–Cedar Falls	299,982	197
Killeen–Temple	297,804	198
St. Cloud	296,473	199
Clarksville–Hopkinsville	296,234	200
Total Top 200	**286,472,526**	
Boise	294,343	201
Johnstown	289,075	202
Brazoria	288,170	203
Brownsville–Harlingen	282,377	204
Rochester, Minn.	281,043	205
Fort Smith	271,805	206
Niagara Falls	266,968	207
Springfield, Ill.	266,560	208
Waco	263,043	209
Visalia–Tulare–Porterville	262,086	210
Fayetteville–Springdale	261,457	211
Medford	260,862	212
Joplin	260,508	213
Biloxi–Gulfport	259,757	214
Naples	253,066	215
Dothan	249,852	216
Fort Collins–Loveland	248,501	217
Kokomo	247,753	218
Vancouver	246,556	219
Fort Walton Beach	245,945	220
Asheville	245,635	221
Parkersburg–Marietta	244,956	222
Billings	244,839	223
Rapid City	244,282	224
Abilene	244,261	225
Wilmington, N.C.	235,611	226
Anderson, S.C.	235,486	227
Pittsfield	234,916	228
Tuscaloosa	234,334	229
Houma–Thibodaux	234,158	230
Richland–Kennewick–Pasco	232,091	231
Bloomington–Normal	230,672	232
Hagerstown	229,375	233
Janesville–Beloit	226,722	234
Glens Falls	224,939	235
Lafayette–West Lafayette	224,210	236
Lake Charles	224,198	237
Yakima	223,719	238
Benton Harbor	223,332	239
Columbia, Mo.	223,051	240
Muskegon	222,478	241
Decatur, Ala.	220,517	242
Odessa	219,378	243
Panama City	219,287	244
Florence, S.C.	218,516	245
Burlington, N.C.	215,198	246
Anderson, Ind.	214,216	247
Burlington, Vt.	213,767	248
Alexandria, La.	212,652	249
Wichita Falls	211,219	250
Total Top 250	**298,400,368**	
Decatur, Ill.	209,829	251
Battle Creek	209,492	252
Texarkana	208,337	253
Eau Claire	207,585	254
Florence, Ala.	207,536	255
Jamestown–Dunkirk	205,356	256
Champaign–Urbana–Rantoul	204,691	257
Provo–Orem	204,079	258
Mansfield	201,886	259
Altoona	201,293	260
Redding	199,604	261
Sherman–Denison	197,974	262
Olympia	196,606	263
Bismarck	195,155	264
Anniston	195,067	265
Lewiston–Auburn	187,799	266
Williamsport	186,807	267
Midland, Tex.	184,842	268
Bryan–College Station	182,943	269
Charlottesville	181,198	270
Chico	179,264	271
La Crosse	176,376	272
Jackson, Mich.	175,264	273
Athens	175,098	274
Wheeling	173,723	275
Lynchburg	173,293	276
Yuma	172,129	277
Jacksonville, N.C.	171,221	278
San Angelo	170,472	279
Terre Haute	169,615	280
Bremerton	168,512	281
Grand Forks	168,351	282
Muncie	167,548	283
Kankakee	166,014	284
Sharon	163,284	285
Wausau	162,507	286
Albany, Ga.	160,592	287
Victoria	159,747	288
Sioux City	158,815	289
Dubuque	158,645	290
Pueblo	156,826	291
Beaver County, Pa.	156,205	292
Greeley	154,496	293
Lawton	153,030	294
State College	150,978	295
Gadsden	147,286	296
Bloomington, Ind.	144,733	297
Pine Bluff	144,627	298
Merced	142,017	299
St. Joseph	140,491	300
Steubenville–Weirton	137,795	301
Danville, Va.	133,414	302
Sheboygan	132,918	303
Great Falls	132,578	304
Elmira	131,781	305
Jackson, Tenn.	130,952	306
Owensboro	128,160	307
Bellingham	127,908	308
Santa Fe	126,899	309
Las Cruces	125,767	310
Iowa City	124,553	311
Cheyenne	122,636	312
Laredo	113,506	313
Yuba City	112,218	314
Pascagoula	106,217	315
Kenosha	103,002	316
Cumberland	100,857	317
Enid	95,699	318
Lawrence, Kans.	93,857	319
Casper	88,721	320
Total Above Areas	**309,798,944**	
Percent of U.S.	**82.4714**	
U.S. Total	**375,644,883**	

Drugstore Sales

Area	($000)	Rank
Los Angeles–Long Beach	2,783,473	1
Chicago	2,739,208	2
New York	2,263,432	3
Detroit	1,559,023	4
Philadelphia	1,430,456	5
Boston–Lawrence–Salem–Lowell–Brockton	1,326,051	6
Washington	1,209,555	7
Oakland	1,001,347	8
Nassau–Suffolk	916,779	9
Atlanta	860,878	10
Miami–Hialeah	845,733	11
Anaheim–Santa Ana	828,674	12
San Diego	812,587	13
San Francisco	809,235	14
Seattle	801,705	15
Houston	794,636	16
Cleveland	756,856	17
Tampa–St. Petersburg–Clearwater	749,599	18
San Jose	740,042	19
Riverside–San Bernardino	717,291	20
Baltimore	696,457	21
Phoenix	685,500	22
St. Louis	670,049	23
Pittsburgh	598,048	24
Fort Lauderdale–Hollywood–Pompano Beach	590,763	25
Dallas	585,362	26
Sacramento	576,350	27
Minneapolis–St. Paul	554,575	28
Honolulu	552,891	29
Milwaukee	527,639	30
New Orleans	497,383	31
Cincinnati	494,486	32
Newark	466,231	33
Indianapolis	413,131	34
Kansas City	406,803	35
Columbus, Ohio	406,617	36
Bergen–Passaic	403,612	37
Jacksonville, Fla.	398,520	38
West Palm Beach–Boca Raton–Delray Beach	395,541	39
Charlotte–Gastonia–Rock Hill	378,060	40
Buffalo	372,218	41
Louisville	369,304	42
Norfolk–Virginia Beach–Newport News	360,297	43
Fort Worth–Arlington	340,717	44
Hartford–New Britain–Middletown–Bristol	328,124	45
Memphis	322,401	46
Providence–Pawtucket–Woonsocket	316,504	47
Greensboro–Winston-Salem–High Point	312,797	48
Nashville	301,453	49
Birmingham	295,481	50
Total Top 50	37,573,474	
Denver	291,166	51
Orlando	288,843	52
Rochester, N.Y.	286,996	53
Monmouth–Ocean	281,282	54
Richmond–Petersburg	279,636	55
Albany–Schenectady–Troy	278,055	56
San Antonio	259,138	57
Fresno	256,507	58
Gary–Hammond	252,745	59
Dayton–Springfield	251,747	60
Bakersfield	250,859	61
Portland, Ore.	250,249	62
Raleigh–Durham	248,984	63
Oxnard–Ventura	248,973	64
Scranton–Wilkes-Barre	247,765	65
Tucson	246,590	66
Modesto	241,019	67
Middlesex–Somerset–Hunterdon	233,068	68
Greenville–Spartanburg	230,556	69
Worcester–Fitchburg–Leominster	226,561	70
Lake County, Ill.	223,925	71
Bridgeport–Stamford–Norwalk–Danbury	223,039	72
Syracuse	209,610	73
Oklahoma City	207,837	74
Las Vegas	205,780	75
New Haven–Waterbury–Meriden	200,302	76
Stockton	197,048	77
Allentown–Bethlehem–Easton	196,988	78
Knoxville	194,464	79
Wilmington, Del.	193,746	80
Terre Haute	187,511	81
Springfield, Mass.	183,427	82
Santa Rosa–Petaluma	179,121	83
Youngstown–Warren	177,701	84
Toledo	177,209	85
Tacoma	177,081	86
Omaha	173,976	87
Austin	172,121	88
Santa Barbara–Santa Maria–Lompoc	170,304	89
Albuquerque	167,802	90
New Bedford–Fall River–Attleboro	164,918	91
Harrisburg–Lebanon–Carlisle	164,5[illegible]	92
Daytona Beach	161,922	93
Mobile	160,380	94
Vallejo–Fairfield–Napa	159,177	95
Akron	153,723	96
Baton Rouge	152,252	97
Grand Rapids	149,386	98
Jersey City	147,066	99
Salinas–Seaside–Monterey	145,387	100
Total Top 100	48,180,289	
Tulsa	144,610	101
Sarasota	144,321	102
Davenport–Rock Island–Moline	143,826	103
Lakeland–Winter Haven	140,735	104
Fort Wayne	140,314	105
Salt Lake City–Ogden	139,729	106
Flint	139,079	107
Aurora–Elgin	137,135	108
Joliet	136,495	109
Reno	131,913	110
Visalia–Tulare–Porterville	131,878	111
Charleston, S.C.	126,896	112
Fort Myers–Cape Coral	125,989	113
Columbia, S.C.	121,851	114
Des Moines	121,603	115
Augusta	120,500	116
Johnson City–Kingsport–Bristol	118,502	117
Lexington-Fayette	118,216	118
Santa Cruz	118,006	119
Shreveport	115,182	120
Lancaster	111,534	121
Utica–Rome	111,369	122
Peoria	110,575	123
Spokane	110,450	124
Saginaw–Bay City–Midland	108,428	125
Fort Pierce	106,714	126
St. Cloud	104,595	127
Little Rock–North Little Rock	103,375	128
Atlantic City	103,166	129
Jackson, Miss.	98,596	130
South Bend–Mishawaka	98,177	131
Erie	96,657	132
Portsmouth–Dover–Rochester	95,222	133
Manchester–Nashua	94,390	134
Trenton	93,880	135
Beaumont–Port Arthur	93,694	136
Lorain–Elyria	93,617	137
Binghamton	93,493	138
Canton	93,202	139
Melbourne–Titusville–Palm Bay	91,791	140
Evansville	91,022	141
Chico	90,989	142
Lansing–East Lansing	90,883	143
Huntington–Ashland	90,784	144
York	90,572	145
Salem, Ore.	90,314	146
El Paso	89,873	147
Macon–Warner Robins	88,109	148
Chattanooga	87,941	149
Wichita	87,101	150
Total Top 150	53,409,482	
Pensacola	86,519	151
Charleston, W.Va.	86,212	152
Ann Arbor	86,111	153
Rockford	85,935	154
Ocala	84,886	155
Poughkeepsie	84,824	156
Niagara Falls	83,681	157
Savannah	82,953	158
Portland, Me.	81,919	159
Redding	81,106	160
Roanoke	80,830	161
Reading	79,709	162
Montgomery	76,870	163
Springfield, Ill.	76,699	164
Madison	76,662	165
Eugene–Springfield	76,292	166
Vancouver	75,903	167
Bradenton	75,673	168
Orange County, N.Y.	75,156	169
Hamilton–Middletown	74,123	170
Johnstown	72,867	171
Naples	68,854	172
Colorado Springs	67,981	173
Hickory–Morganton	67,794	174
Bremerton	67,225	175
Richland–Kennewick–Pasco	66,413	176
Merced	65,219	177
Houma–Thibodaux	64,583	178
Columbus, Ga.	64,455	179
Lafayette, La.	63,051	180
Sioux Falls	62,475	181
Appleton–Oshkosh–Neenah	62,209	182
Longview–Marshall	61,458	183
Tallahassee	61,138	184
Elkhart–Goshen	60,435	185
Duluth	58,922	186
Kalamazoo	56,917	187
Olympia	56,355	188
Corpus Christi	56,109	189
Lake Charles	55,710	190
Yakima	55,408	191
Topeka	55,348	192
Cedar Rapids	55,157	193
Fayetteville, N.C.	55,122	194
Monroe	54,589	195
Lincoln	54,274	196
Lynchburg	53,987	197
Benton Harbor	53,618	198
Decatur, Ill.	52,482	199
Fort Walton Beach	50,99[illegible]	200
Total Top 200	57,042,990	
Bloomington–Normal	50,986	201
Muskegon	50,881	202
Champaign–Urbana–Rantoul	50,687	203
Anchorage	50,615	204
New London–Norwich	50,460	205
Asheville	49,698	206
Bellingham	49,586	207
Racine	49,571	208
Anderson, S.C.	49,271	209
Tuscaloosa	49,268	210
Wilmington, N.C.	48,866	211
Beaver County, Pa.	48,678	212
Galveston–Texas City	47,549	213
Biloxi–Gulfport	47,222	214
Huntsville	47,206	215
Boulder–Longmont	46,844	216
Battle Creek	46,154	217
Gainesville	45,298	218
Wheeling	45,210	219
Lima	44,704	220
Pittsfield	44,070	221
Janesville–Beloit	44,069	222
Jackson, Mich.	43,830	223
Waterloo–Cedar Falls	43,707	224
Vineland–Millville–Bridgeton	43,629	225
Lafayette–West Lafayette	42,792	226
Hagerstown	42,784	227
Altoona	42,708	228
Athens	42,494	229
Amarillo	41,8[illegible]1	230
Bangor	41,481	231
Anderson, Ind.	41,136	232
Tyler	41,080	233
Panama City	41,049	234
Glens Falls	40,780	235
Killeen–Temple	40,002	236
Boise	39,645	237
Charlottesville	39,287	238
McAllen–Edinburg–Mission	39,126	239
Burlington, N.C.	38,910	240
Parkersburg–Marietta	38,608	241
Provo–Orem	38,530	242
Lubbock	38,220	243
Jamestown–Dunkirk	38,035	244
Steubenville–Weirton	38,033	245
Wichita Falls	37,676	246
Muncie	37,450	247
Brazoria	37,397	248
Danville, Va.	37,077	249
Waco	36,917	250
Total Top 250	59,224,067	
Alexandria, La.	36,563	251
Fargo–Moorhead	36,208	252
Brownsville–Harlingen	35,761	253
Kankakee	35,754	254
Yuba City	35,642	255
Fort Smith	35,413	256
Kokomo	35,318	257
Sharon	34,994	258
Fort Collins–Loveland	34,790	259
Springfield, Mo.	34,602	260
Burlington, Vt.	34,578	261
Medford	34,545	262
Elmira	34,237	263
Williamsport	33,674	264
Sherman–Denison	33,305	265
Cumberland	33,159	266
Clarksville–Hopkinsville	32,874	267
State College	31,973	268
Dubuque	31,469	269
Pascagoula	30,819	270
Iowa City	30,266	271
Anniston	30,021	272
Gadsden	29,841	273
Midland, Tex.	29,680	274
Yuma	29,559	275
Florence, S.C.	29,492	276
Bloomington, Ind.	29,250	277
Lewiston–Auburn	27,894	278
Sioux City	27,752	279
Owensboro	27,423	280
Green Bay	27,180	281
Santa Fe	26,819	282
Bismarck	26,591	283
Abilene	26,217	284
Sheboygan	26,028	285
Albany, Ga.	25,990	286
Dothan	25,190	287
Mansfield	25,091	288
Florence, Ala.	25,024	289
Eau Claire	24,900	290
Pine Bluff	24,317	291
Decatur, Ala.	24,219	292
Odessa	23,414	293
Jackson, Tenn.	22,192	294
Rochester, Minn.	22,167	295
Billings	21,522	296
Texarkana	21,465	297
Pueblo	20,785	298
Kenosha	20,630	299
Jacksonville, N.C.	20,521	300
Joplin	20,193	301
Rapid City	19,809	302
La Crosse	19,503	303
Bryan–College Station	17,257	304
Greeley	17,103	305
Great Falls	16,714	306
Las Cruces	15,832	307
Victoria	15,516	308
San Angelo	15,321	309
Columbia, Mo.	15,181	310
Lawton	14,542	311
St. Joseph	14,409	312
Enid	14,160	313
Laredo	13,543	314
Fayetteville–Springdale	13,384	315
Wausau	11,882	316
Lawrence, Kans.	11,338	317
Grand Forks	11,164	318
Casper	7,767	319
Cheyenne	5,677	320
Total Above Areas	60,971,680	
Percent of U.S.	81.3018	
U.S. Total	74,994,271	

Apparel and Accessories Store Sales

Area	($000)	Rank
New York	4,938,533	1
Los Angeles–Long Beach	4,269,643	2
Chicago	3,823,236	3
Philadelphia	2,119,005	4
Detroit	2,063,985	5
Boston–Lawrence–Salem–Lowell–Brockton	1,976,489	6
Washington	1,918,846	7
Nassau–Suffolk	1,625,176	8
Houston	1,526,189	9
Dallas	1,419,256	10
Anaheim–Santa Ana	1,349,349	11
San Francisco	1,299,831	12
Atlanta	1,281,637	13
Seattle	1,206,357	14
Miami–Hialeah	1,103,025	15
San Diego	1,092,045	16
Bergen–Passaic	1,053,976	17
Minneapolis–St. Paul	1,031,001	18
Baltimore	1,021,681	19
San Jose	891,274	20
Newark	868,870	21
Oakland	854,820	22
St. Louis	851,319	23
Cleveland	768,599	24
Pittsburgh	757,709	25
Riverside–San Bernardino	724,246	26
Phoenix	712,535	27
Honolulu	656,227	28
Denver	652,586	29
Fort Lauderdale–Hollywood–Pompano Beach	639,223	30
Portland, Ore.	637,364	31
Tampa–St. Petersburg–Clearwater	622,924	32
San Antonio	608,520	33
Columbus, Ohio	571,467	34
West Palm Beach–Boca Raton–Delray Beach	566,137	35
Middlesex–Somerset–Hunterdon	559,368	36
Milwaukee	553,649	37
New Orleans	539,254	38
Cincinnati	539,141	39
Norfolk–Virginia Beach–Newport News	535,832	40
Kansas City	525,736	41
Monmouth–Ocean	504,634	42
Bridgeport–Stamford–Norwalk–Danbury	484,972	43
Orlando	478,849	44
Sacramento	476,670	45
Birmingham	468,484	46
Fort Worth–Arlington	462,343	47
Hartford–New Britain–Middletown–Bristol	462,012	48
Charlotte–Gastonia–Rock Hill	460,449	49
Indianapolis	457,172	50
Total Top 50	**55,011,648**	
Greensboro–Winston-Salem–High Point	426,821	51
Salt Lake City–Ogden	416,654	52
Oklahoma City	415,988	53
Jersey City	403,544	54
Memphis	390,775	55
Nashville	384,491	56
Austin	376,841	57
Rochester, N.Y.	353,741	58
Richmond–Petersburg	346,236	59
Las Vegas	339,747	60
New Haven–Waterbury–Meriden	329,114	61
Albany–Schenectady–Troy	319,922	62
Grand Rapids	315,768	63
Providence–Pawtucket–Woonsocket	312,989	64
Tulsa	306,977	65
Louisville	305,126	66
Knoxville	296,108	67
Jacksonville, Fla.	293,072	68
Greenville–Spartanburg	286,989	69
Buffalo	282,873	70
Raleigh–Durham	282,546	71
Syracuse	278,352	72
Allentown–Bethlehem–Easton	256,039	73
New Bedford–Fall River–Attleboro	249,547	74
Little Rock–North Little Rock	249,482	75
Reading	248,026	76
Scranton–Wilkes-Barre	247,516	77
Dayton–Springfield	245,606	78
Tucson	231,427	79
Lake County, Ill.	227,259	80
Oxnard–Ventura	218,131	81
Albuquerque	211,820	82
Atlantic City	207,509	83
Charleston, S.C.	203,908	84
Springfield, Mass.	201,724	85
El Paso	201,197	86
Toledo	201,100	87
Tacoma	200,932	88
Omaha	200,755	89
Fresno	200,669	90
Santa Barbara–Santa Maria–Lompoc	199,318	91
Baton Rouge	198,873	92
Worcester–Fitchburg–Leominster	192,171	93
Akron	188,975	94
Trenton	188,605	95
Wilmington, Del.	187,201	96
Terre Haute	185,551	97
Madison	181,068	98
Des Moines	180,551	99
Anchorage	180,427	100
Total Top 100	**68,361,700**	
Chattanooga	180,342	101
Columbia, S.C.	178,411	102
Youngstown–Warren	175,511	103
Gary–Hammond	173,595	104
Manchester–Nashua	172,321	105
Lansing–East Lansing	169,108	106
Lexington-Fayette	168,922	107
Harrisburg–Lebanon–Carlisle	168,259	108
Wichita	164,098	109
Saginaw–Bay City–Midland	161,503	110
Lancaster	160,844	111
Aurora–Elgin	159,954	112
Portland, Me.	152,994	113
Ann Arbor	152,340	114
Fort Myers–Cape Coral	152,219	115
Mobile	150,840	116
McAllen–Edinburg–Mission	143,166	117
Salinas–Seaside–Monterey	142,039	118
Spokane	140,176	119
Shreveport	138,775	120
Huntsville	137,284	121
Jackson, Miss.	136,858	122
Santa Rosa–Petaluma	136,407	123
Colorado Springs	135,905	124
Flint	131,194	125
Sarasota	131,173	126
Poughkeepsie	130,340	127
Beaumont–Port Arthur	129,521	128
Bakersfield	128,798	129
Orange County, N.Y.	125,399	130
Portsmouth–Dover–Rochester	125,144	131
Stockton	122,452	132
Fort Wayne	118,413	133
Eugene–Springfield	117,393	134
Brownsville–Harlingen	114,851	135
Kalamazoo	112,956	136
Amarillo	112,709	137
Montgomery	112,243	138
Augusta	110,369	139
Corpus Christi	109,792	140
Davenport–Rock Island–Moline	109,193	141
Canton	108,857	142
Lubbock	108,741	143
Naples	106,933	144
Evansville	104,640	145
Daytona Beach	102,748	146
Appleton–Oshkosh–Neenah	101,022	147
Vallejo–Fairfield–Napa	98,219	148
Johnson City–Kingsport–Bristol	97,918	149
Peoria	97,867	150
Total Top 150	**75,082,456**	
Lakeland–Winter Haven	97,611	151
Reno	97,524	152
New London–Norwich	95,932	153
Columbus, Ga.	95,587	154
Roanoke	95,229	155
Galveston–Texas City	93,907	156
Boulder–Longmont	93,884	157
Rockford	93,688	158
Savannah	93,402	159
York	92,961	160
Lafayette, La.	90,134	161
Lincoln	88,171	162
Modesto	87,592	163
Utica–Rome	87,562	164
Laredo	86,276	165
Niagara Falls	86,004	166
South Bend–Mishawaka	85,773	167
Pensacola	84,036	168
Tallahassee	83,069	169
Salem, Ore.	82,939	170
Macon–Warner Robins	82,860	171
Binghamton	79,945	172
Longview–Marshall	78,069	173
Monroe	76,691	174
Fort Pierce	76,240	175
Huntington–Ashland	75,952	176
Erie	75,792	177
Champaign–Urbana–Rantoul	75,502	178
Charleston, W.Va.	75,403	179
Fayetteville, N.C.	73,821	180
Springfield, Mo.	72,446	181
Duluth	72,311	182
Tyler	72,297	183
Melbourne–Titusville–Palm Bay	72,167	184
Asheville	70,705	185
Hickory–Morganton	68,745	186
Wilmington, N.C.	67,079	187
Cedar Rapids	66,333	188
Waco	66,025	189
Boise	65,982	190
Joliet	65,898	191
Green Bay	64,978	192
Visalia–Tulare–Porterville	63,087	193
Charlottesville	62,794	194
Santa Cruz	62,283	195
Bradenton	62,234	196
Alexandria, La.	61,965	197
Gainesville	61,537	198
Pittsfield	60,173	199
Provo–Orem	59,765	200
Total Top 200	**78,982,816**	
Yakima	59,135	201
Fargo–Moorhead	58,919	202
Vancouver	58,837	203
Racine	58,374	204
Santa Fe	58,209	205
Tuscaloosa	58,067	206
Burlington, Vt.	57,258	207
Topeka	56,907	208
Dothan	56,068	209
Springfield, Ill.	54,697	210
Lake Charles	53,810	211
Clarksville–Hopkinsville	53,645	212
Sioux Falls	53,568	213
Burlington, N.C.	53,125	214
Medford	52,194	215
Lima	51,780	216
Elkhart–Goshen	50,902	217
Fort Collins–Loveland	50,616	218
Killeen–Temple	50,461	219
Kenosha	50,189	220
Fort Smith	49,851	221
Anderson, S.C.	49,618	222
Vineland–Millville–Bridgeton	48,885	223
St. Cloud	48,652	224
Bangor	48,638	225
Bloomington, Ind.	48,204	226
Bremerton	47,859	227
Rochester, Minn.	47,747	228
Lorain–Elyria	47,297	229
Williamsport	46,254	230
Billings	45,977	231
Wheeling	45,597	232
Altoona	45,168	233
Panama City	44,857	234
Midland, Tex.	44,852	235
Wichita Falls	44,038	236
Joplin	43,946	237
Fort Walton Beach	43,708	238
San Angelo	43,421	239
Benton Harbor	43,321	240
Ocala	43,232	241
Rapid City	42,927	242
Bellingham	42,382	243
Lafayette–West Lafayette	41,769	244
Brazoria	41,574	245
Abilene	41,416	246
Sharon	41,190	247
Florence, S.C.	41,032	248
Lynchburg	40,973	249
State College	40,875	250
Total Top 250	**81,434,837**	
Chico	40,701	251
Houma–Thibodaux	40,639	252
Johnstown	40,434	253
Eau Claire	40,228	254
Sioux City	39,586	255
Glens Falls	39,509	256
Bryan–College Station	39,234	257
Battle Creek	39,139	258
Columbia, Mo.	39,115	259
Athens	38,913	260
Florence, Ala.	38,844	261
Muncie	38,841	262
Texarkana	38,134	263
Decatur, Ala.	37,765	264
Elmira	37,169	265
Anniston	36,715	266
Odessa	36,576	267
Bloomington–Normal	35,661	268
Fayetteville–Springdale	35,398	269
Grand Forks	35,178	270
Beaver County, Pa.	34,639	271
Jackson, Tenn.	33,907	272
La Crosse	33,675	273
Mansfield	33,656	274
Redding	33,566	275
Gadsden	33,406	276
Jacksonville, N.C.	32,830	277
Owensboro	32,772	278
Victoria	32,590	279
Parkersburg–Marietta	32,563	280
Olympia	32,503	281
Albany, Ga.	32,321	282
Decatur, Ill.	31,879	283
Muskegon	31,542	284
Biloxi–Gulfport	31,105	285
Waterloo–Cedar Falls	31,090	286
Sherman–Denison	29,486	287
Iowa City	28,972	288
Hamilton–Middletown	28,499	289
Las Cruces	28,238	290
Anderson, Ind.	27,817	291
Lawton	27,717	292
Great Falls	27,625	293
Jamestown–Dunkirk	27,595	294
Wausau	26,853	295
Janesville–Beloit	26,833	296
Hagerstown	25,579	297
Cumberland	25,253	298
Pueblo	24,917	299
Dubuque	24,158	300
Lawrence, Kans.	24,029	301
Steubenville–Weirton	24,024	302
Bismarck	23,933	303
Richland–Kennewick–Pasco	23,500	304
Merced	23,362	305
Cheyenne	22,480	306
Pine Bluff	22,459	307
Yuma	21,751	308
Enid	20,992	309
Pascagoula	20,715	310
Jackson, Mich.	20,135	311
Yuba City	18,560	312
Lewiston–Auburn	18,247	313
Kankakee	18,029	314
Greeley	17,785	315
Casper	16,504	316
Sheboygan	15,204	317
Danville, Va.	10,825	318
St. Joseph	8,994	319
Kokomo	1,662	320
Total Above Areas	**83,469,412**	
Percent of U.S.	**87.5410**	
U.S. Total	**95,348,940**	

Building Material and Hardware Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	2,703,429	1
Chicago	1,910,050	2
Detroit	1,575,564	3
Atlanta	1,397,370	4
Boston–Lawrence–Salem–Lowell–Brockton	1,388,102	5
New York	1,285,055	6
Nassau–Suffolk	1,281,073	7
Philadelphia	1,269,154	8
Minneapolis–St. Paul	1,233,999	9
Riverside–San Bernardino	1,216,491	10
Washington	1,216,069	11
Anaheim–Santa Ana	998,402	12
San Diego	956,592	13
Seattle	892,955	14
Tampa–St. Petersburg–Clearwater	861,312	15
St. Louis	861,061	16
Oakland	817,670	17
Dallas	804,390	18
Baltimore	802,476	19
Houston	764,205	20
Phoenix	761,414	21
Sacramento	707,414	22
San Francisco	686,049	23
Kansas City	684,929	24
San Jose	642,014	25
Charlotte–Gastonia–Rock Hill	576,699	26
Cleveland	574,952	27
Cincinnati	572,185	28
Indianapolis	549,476	29
Columbus, Ohio	544,813	30
Portland, Ore.	542,719	31
Denver	539,510	32
Newark	514,816	33
Miami–Hialeah	500,779	34
Milwaukee	500,546	35
Pittsburgh	484,692	36
Norfolk–Virginia Beach–Newport News	478,130	37
Fort Lauderdale–Hollywood–Pompano Beach	465,950	38
Fort Worth–Arlington	454,689	39
Orlando	453,869	40
Greensboro–Winston Salem–High Point	453,530	41
Middlesex–Somerset–Hunterdon	444,929	42
Raleigh–Durham	422,987	43
Hartford–New Britain–Middletown–Bristol	421,158	44
Nashville	408,922	45
Monmouth–Ocean	400,866	46
New Haven–Waterbury–Meriden	398,312	47
Bergen–Passaic	397,969	48
Jacksonville, Fla.	389,540	49
Salt Lake City–Ogden	384,396	50
Total Top 50	**39,393,673**	
Louisville	382,284	51
Grand Rapids	380,593	52
Bridgeport–Stamford–Norwalk–Danbury	375,908	53
Dayton–Springfield	338,646	54
Las Vegas	337,263	55
Richmond–Petersburg	329,784	56
Greenville–Spartanburg	327,547	57
Rochester, N.Y.	326,800	58
New Orleans	324,808	59
Allentown–Bethlehem–Easton	322,467	60
Oxnard–Ventura	319,627	61
Albany–Schenectady–Troy	315,193	62
West Palm Beach–Boca Raton–Delray Beach	311,604	63
Akron	302,482	64
Providence–Pawtucket–Woonsocket	302,406	65
Scranton–Wilkes-Barre	296,715	66
Tucson	294,055	67
Birmingham	288,314	68
Santa Rosa–Petaluma	272,225	69
Columbia, S.C.	270,941	70
Lake County, Ill.	270,045	71
Worcester–Fitchburg–Leominster	268,074	72
Aurora–Elgin	265,548	73
San Antonio	257,489	74
Memphis	253,073	75
Tacoma	253,018	76
Fresno	252,945	77
Bakersfield	247,849	78
Little Rock–North Little Rock	245,612	79
Portsmouth–Dover–Rochester	244,921	80
Albuquerque	243,804	81
Oklahoma City	242,581	82
Fort Myers–Cape Coral	240,267	83
Tulsa	239,031	84
Springfield, Mass.	237,694	85
Lakeland–Winter Haven	237,474	86
Knoxville	237,205	87
Fort Wayne	236,647	88
Austin	232,627	89
Wilmington, Del.	232,576	90
Flint	229,165	91
Lancaster	229,049	92
Buffalo	223,688	93
Honolulu	218,996	94
Charleston, S.C.	217,752	95
Harrisburg–Lebanon–Carlisle	213,762	96
Augusta	211,522	97
Sarasota	209,614	98
Joliet	208,212	99
Syracuse	204,092	100
Total Top 100	**53,119,877**	
Madison	203,061	101
Vallejo–Fairfield–Napa	202,829	102
Omaha	195,530	103
Toledo	192,214	104
Wichita	188,313	105
Gary–Hammond	187,383	106
El Paso	184,957	107
New Bedford–Fall River–Attleboro	184,560	108
Baton Rouge	183,691	109
Daytona Beach	183,599	110
Lansing–East Lansing	183,496	111
Appleton–Oshkosh–Neenah	179,885	112
Des Moines	179,879	113
Colorado Springs	174,244	114
Modesto	172,995	115
Johnson City–Kingsport–Bristol	172,103	116
Stockton	168,802	117
Chattanooga	168,433	118
Rockford	167,912	119
Reno	164,309	120
Evansville	161,226	121
Melbourne–Titusville–Palm Bay	160,752	122
Mobile	159,589	123
Youngstown–Warren	159,108	124
Fort Pierce	158,496	125
Manchester–Nashua	156,468	126
Orange County, N.Y.	155,136	127
Saginaw–Bay City–Midland	153,639	128
St. Cloud	152,189	129
Santa Barbara–Santa Maria–Lompoc	144,064	130
Portland, Me.	143,395	131
Canton	143,191	132
York	138,686	133
Tallahassee	138,160	134
Poughkeepsie	138,052	135
Ann Arbor	137,490	136
Spokane	137,079	137
Macon–Warner Robins	130,851	138
Springfield, Mo.	130,475	139
Jackson, Miss.	128,651	140
Boulder–Longmont	128,394	141
Pensacola	126,608	142
Salem, Ore.	125,284	143
Peoria	124,976	144
Green Bay	124,936	145
New London–Norwich	123,907	146
Atlantic City	123,314	147
Roanoke	121,664	148
Lexington-Fayette	121,[illegible]38	[illegible]
Fayetteville, N.C.	121,041	150
Total Top 150	**60,926,431**	
Davenport–Rock Island–Moline	120,946	151
Elkhart–Goshen	120,362	152
Ocala	120,069	153
Visalia–Tulare–Porterville	115,901	154
South Bend–Mishawaka	114,468	155
Fort Collins–Loveland	112,572	156
Springfield, Ill.	111,823	157
Montgomery	110,343	158
Lincoln	107,546	159
Hickory–Morganton	107,475	160
Santa Cruz	106,272	161
Utica–Rome	106,108	162
Eugene–Springfield	104,637	163
Reading	103,701	164
Bremerton	103,529	165
Anchorage	102,848	166
Duluth	100,249	167
Olympia	98,856	168
Shreveport	98,638	169
Kalamazoo	98,530	170
Charleston, W.Va.	97,750	171
Huntington–Ashland	96,890	172
Beaumont–Port Arthur	96,727	173
Vancouver	93,596	174
Gainesville	93,369	175
Fargo–Moorhead	93,027	176
Columbia, Mo.	92,502	177
Racine	92,402	178
Salinas–Seaside–Monterey	92,019	179
Trenton	90,871	180
Fort Smith	89,794	181
Lorain–Elyria	88,938	182
Topeka	88,468	183
Binghamton	87,961	184
Naples	87,586	185
McAllen–Edinburg–Mission	87,359	186
Yakima	86,216	187
Cedar Rapids	85,998	188
Hamilton–Middletown	85,875	189
Redding	84,467	190
Huntsville	83,137	191
Fort Walton Beach	82,157	192
Burlington, Vt.	81,789	193
Janesville–Beloit	80,742	194
Champaign–Urbana–Rantoul	80,162	195
Columbus, Ga.	79,187	196
Boise	78,176	197
Sioux City	77,211	198
Asheville	77,136	199
Bradenton	77,012	200
Total Top 200	**65,699,868**	
Savannah	76,659	201
Chico	76,048	202
Bellingham	75,994	203
Athens	75,857	204
Clarksville–Hopkinsville	75,499	205
Bangor	75,196	206
Florence, S.C.	74,417	207
Jersey City	74,226	208
Houma–Thibodaux	73,992	209
Eau Claire	73,858	210
Lubbock	73,436	211
Panama City	73,197	212
Pittsfield	73,036	213
Corpus Christi	73,021	214
Longview–Marshall	72,870	215
Anderson, S.C.	72,732	216
Killeen–Temple	72,621	217
Benton Harbor	72,225	218
Santa Fe	70,508	219
Tuscaloosa	69,611	220
Erie	69,066	221
Joplin	68,072	222
Medford	67,657	223
Wilmington, N.C.	67,657	223
Anderson, Ind.	67,228	225
Mansfield	67,086	226
Terre Haute	67,000	227
Wausau	66,390	228
Sioux Falls	65,678	229
Rochester, Minn.	65,583	230
Bloomington–Normal	65,332	231
Las Cruces	64,638	232
Florence, Ala.	63,487	233
Dothan	63,482	234
Charlottesville	63,398	235
Jackson, Mich.	63,323	236
Decatur, Ill.	63,318	237
Lima	62,877	238
Provo–Orem	61,396	239
Waco	61,072	240
Burlington, N.C.	60,326	241
Fayetteville–Springdale	60,117	242
Amarillo	59,529	243
Tyler	58,972	244
Richland–Kennewick–Pasco	58,602	245
Lafayette–West Lafayette	58,219	246
Alexandria, La.	58,182	247
Lynchburg	57,708	248
Yuba City	57,346	249
Brownsville–Harlingen	56,910	250
Total Top 250	**69,064,522**	
Jackson, Tenn.	56,158	251
Biloxi–Gulfport	55,328	252
Yuma	54,855	253
Johnstown	54,427	254
Waterloo–Cedar Falls	53,297	255
Hagerstown	52,332	256
Parkersburg–Marietta	51,462	257
Glens Falls	51,447	258
Sherman–Denison	51,317	259
Albany, Ga.	51,117	260
Muskegon	50,612	261
Jacksonville, N.C.	50,067	262
Lake Charles	49,699	263
Kokomo	48,937	264
Sheboygan	47,954	265
Bloomington, Ind.	47,753	266
Monroe	47,697	267
Wheeling	47,693	268
Rapid City	47,030	269
Kankakee	46,596	270
Billings	46,419	271
State College	46,278	272
Pueblo	46,114	273
Texarkana	45,142	274
Lewiston–Auburn	43,874	275
Galveston–Texas City	43,751	276
Merced	43,709	277
Lafayette, La.	43,443	278
Wichita Falls	43,309	279
Altoona	42,102	280
Owensboro	41,891	281
Jamestown–Dunkirk	41,848	282
Brazoria	41,696	283
Vineland–Millville–Bridgeton	41,452	284
Williamsport	40,594	285
Lawton	40,127	286
Greeley	39,669	287
Muncie	38,576	288
Decatur, Ala.	38,574	289
Battle Creek	38,332	290
Danville, Va.	38,261	291
Niagara Falls	38,113	292
Anniston	37,608	293
Grand Forks	37,536	294
Pascagoula	37,131	295
Cumberland	36,084	296
Iowa City	35,972	297
Dubuque	35,813	298
Laredo	35,221	299
Beaver County, Pa.	34,556	300
Abilene	34,265	301
Steubenville–Weirton	33,933	302
La Crosse	33,455	303
Bryan–College Station	31,217	304
San Angelo	30,739	305
Bismarck	30,724	306
Gadsden	30,271	307
Cheyenne	29,444	308
Great Falls	29,374	309
Kenosha	27,439	310
Lawrence, Kans.	27,263	311
Pine Bluff	25,971	312
Sharon	24,098	313
Elmira	21,814	314
St. Joseph	20,895	315
Casper	20,842	316
Odessa	19,142	317
Victoria	17,608	318
Midland, Tex.	13,209	319
Enid	12,113	320
Total Above Areas	**71,887,308**	
Percent of U.S.	**77.4344**	
U.S. Total	**92,780,961**	

Gasoline Service Station Sales

Area	($000)	Rank
Los Angeles–Long Beach	3,844,403	1
Chicago	2,941,740	2
Detroit	2,562,186	3
Philadelphia	1,945,187	4
Washington	1,930,452	5
Boston–Lawrence–Salem–Lowell–Brockton	1,747,886	6
New York	1,718,353	7
Minneapolis–St. Paul	1,668,391	8
Atlanta	1,552,581	9
St. Louis	1,547,095	10
Dallas	1,373,099	11
Riverside–San Bernardino	1,347,848	12
Houston	1,307,569	13
Nassau–Suffolk	1,275,347	14
San Diego	1,141,032	15
Seattle	1,110,918	16
Anaheim–Santa Ana	1,101,068	17
Baltimore	1,044,216	18
Cleveland	1,039,139	19
Newark	921,916	20
Tampa–St. Petersburg–Clearwater	909,075	21
Kansas City	906,666	22
Oakland	894,774	23
Denver	883,839	24
Pittsburgh	881,891	25
Phoenix	873,224	26
Milwaukee	869,438	27
Miami–Hialeah	867,565	28
Columbus, Ohio	858,486	29
Cincinnati	808,668	30
Indianapolis	799,610	31
Fort Worth–Arlington	736,183	32
Sacramento	730,568	33
San Antonio	718,876	34
San Francisco	705,309	35
Jacksonville, Fla.	663,037	36
Norfolk–Virginia Beach–Newport News	644,982	37
Portland, Ore.	637,961	38
San Jose	636,063	39
Bergen–Passaic	632,388	40
Nashville	614,776	41
Dayton–Springfield	610,622	42
New Orleans	602,342	43
Gary–Hammond	580,705	44
Orlando	566,061	45
Memphis	559,201	46
Fort Lauderdale–Hollywood–Pompano Beach	558,413	47
Hartford–New Britain–Middletown–Bristol	558,069	48
Charlotte–Gastonia–Rock Hill	548,318	49
New Haven–Waterbury–Meriden	540,112	50
Total Top 50	**54,517,640**	
Monmouth–Ocean	524,870	51
Richmond–Petersburg	514,975	52
Buffalo	496,884	53
Middlesex–Somerset–Hunterdon	493,946	54
Harrisburg–Lebanon–Carlisle	488,509	55
Louisville	484,876	56
Greensboro–Winston-Salem–High Point	479,353	57
Oklahoma City	478,712	58
Bridgeport–Stamford–Norwalk–Danbury	462,114	59
Scranton–Wilkes-Barre	450,583	60
Salt Lake City–Ogden	447,697	61
Honolulu	447,279	62
West Palm Beach–Boca Raton–Delray Beach	442,333	63
Birmingham	436,038	64
Toledo	434,128	65
Akron	429,462	66
Providence–Pawtucket–Woonsocket	428,687	67
Rochester, N.Y.	427,269	68
Knoxville	416,418	69
Austin	403,809	70
Greenville–Spartanburg	402,149	71
Grand Rapids	393,530	72
Albany–Schenectady–Troy	390,612	73
Wilmington, Del.	369,512	74
Worcester–Fitchburg–Leominster	352,155	75
Bakersfield	344,905	76
Omaha	343,288	77
El Paso	340,109	78
Oxnard–Ventura	338,396	79
Youngstown–Warren	332,177	80
Tucson	329,473	81
Las Vegas	323,996	82
Syracuse	317,390	83
Allentown–Bethlehem–Easton	314,303	84
Springfield, Mass.	312,892	85
Fresno	304,710	86
Davenport–Rock Island–Moline	298,594	87
Lake County, Ill.	296,367	88
Flint	295,634	89
New Bedford–Fall River–Attleboro	292,637	90
Baton Rouge	286,978	91
Tacoma	283,845	92
Charleston, S.C.	281,417	93
Raleigh–Durham	280,352	94
Joliet	277,858	95
Madison	269,146	96
Des Moines	267,019	97
Wichita	265,808	98
Tulsa	264,890	99
Mobile	264,110	100
Total Top 100	**73,190,761**	
Lakeland–Winter Haven	263,825	101
Chattanooga	258,468	102
Little Rock–North Little Rock	253,237	103
Melbourne–Titusville–Palm Bay	252,082	104
Vallejo–Fairfield–Napa	247,371	105
Lansing–East Lansing	245,829	106
Saginaw–Bay City–Midland	245,286	107
Stockton	234,952	108
Santa Barbara–Santa Maria–Lompoc	227,503	109
Columbia, S.C.	226,041	110
Pensacola	223,959	111
Lexington-Fayette	218,822	112
Rockford	218,648	113
Canton	217,976	114
Fort Wayne	211,449	115
Albuquerque	209,599	116
Shreveport	205,763	117
Jersey City	204,341	118
Peoria	203,586	119
Daytona Beach	197,762	120
Spokane	197,316	121
Colorado Springs	196,385	122
Beaumont–Port Arthur	195,850	123
Augusta	191,790	124
Salinas–Seaside–Monterey	189,665	125
Jackson, Miss.	189,372	126
Santa Rosa–Petaluma	188,919	127
Johnson City–Kingsport–Bristol	185,953	128
Aurora–Elgin	184,497	129
Duluth	182,020	130
Benton Harbor	178,846	131
Fort Myers–Cape Coral	177,838	132
Roanoke	175,862	133
Portsmouth–Dover–Rochester	175,439	134
Lubbock	172,079	135
Manchester–Nashua	170,412	136
Appleton–Oshkosh–Neenah	169,503	137
Atlantic City	165,995	138
Montgomery	163,558	139
Sarasota	162,031	140
Lorain–Elyria	162,025	141
Amarillo	161,717	142
Evansville	160,148	143
Savannah	159,881	144
Reading	159,810	145
Trenton	155,094	146
Hamilton–Middletown	153,662	147
Macon–Warner Robins	149,793	148
Ann Arbor	149,353	149
Tallahassee	147,485	150
Total Top 150	**82,875,758**	
Huntington–Ashland	144,850	151
Salem, Ore.	143,781	152
Reno	140,608	153
Columbus, Ga.	138,644	154
Ocala	136,968	155
Hickory–Morganton	134,246	156
Modesto	133,973	157
Corpus Christi	133,655	158
Johnstown	133,011	159
Eugene–Springfield	132,798	160
Green Bay	132,474	161
Battle Creek	130,589	162
Lafayette, La.	129,161	163
Poughkeepsie	128,807	164
Fayetteville, N.C.	128,742	165
Lancaster	128,555	166
Waco	127,655	167
Lima	127,065	168
Longview–Marshall	126,369	169
Binghamton	124,408	170
Cedar Rapids	123,045	171
Lincoln	122,727	172
York	122,394	173
Erie	122,223	174
Springfield, Ill.	121,311	175
Eau Claire	119,787	176
Athens	119,742	177
Anchorage	119,482	178
Boulder–Longmont	119,361	179
Springfield, Mo.	118,715	180
Bradenton	117,538	181
Killeen–Temple	117,326	182
Fargo–Moorhead	117,181	183
Terre Haute	116,158	184
Bellingham	116,149	185
Fort Pierce	115,826	186
Orange County, N.Y.	115,778	187
Niagara Falls	115,626	188
Provo–Orem	115,494	189
Topeka	114,574	190
Kalamazoo	114,268	191
McAllen–Edinburg–Mission	113,252	192
Racine	113,164	193
Utica–Rome	112,144	194
Boise	111,121	195
Joplin	110,501	196
Bangor	109,389	197
Portland, Me.	108,015	198
Fort Collins–Loveland	107,848	199
Visalia–Tulare–Porterville	107,015	200
Total Top 200	**89,089,491**	
New London–Norwich	106,355	201
Texarkana	105,835	202
Bloomington–Normal	105,556	203
South Bend–Mishawaka	104,358	204
Janesville–Beloit	104,008	205
Wheeling	100,492	206
Merced	99,014	207
St. Cloud	98,965	208
Redding	98,142	209
Lynchburg	97,717	210
Huntsville	95,933	211
Sioux Falls	95,593	212
Wichita Falls	95,168	213
Charleston, W.Va.	95,059	214
Santa Cruz	94,724	215
Mansfield	94,343	216
Medford	94,074	217
Gainesville	93,655	218
Burlington, N.C.	93,601	219
Parkersburg–Marietta	91,023	220
Abilene	89,824	221
Biloxi–Gulfport	89,122	222
Champaign–Urbana–Rantoul	88,387	223
Fort Walton Beach	88,305	224
Vancouver	87,214	225
Olympia	86,490	226
Elkhart–Goshen	86,221	227
Burlington, Vt.	83,866	228
Yakima	83,446	229
Brownsville–Harlingen	83,268	230
Sioux City	83,117	231
Lafayette–West Lafayette	82,826	232
Waterloo–Cedar Falls	81,425	233
Kenosha	81,156	234
St. Joseph	80,154	235
Fort Smith	80,011	236
Jackson, Mich.	79,767	237
Florence, S.C.	79,712	238
Asheville	79,527	239
Tuscaloosa	78,271	240
Pittsfield	76,164	241
Bremerton	75,439	242
Wilmington, N.C.	74,325	243
Alexandria, La.	74,054	244
Clarksville–Hopkinsville	73,513	245
Anniston	73,428	246
Anderson, S.C.	73,251	247
Steubenville–Weirton	70,686	248
San Angelo	69,429	249
Glens Falls	69,356	250
Total Top 250	**93,374,838**	
Wausau	68,956	251
Sheboygan	68,623	252
Naples	68,409	253
Midland, Tex.	68,313	254
Galveston–Texas City	67,877	255
State College	67,705	256
Bismarck	67,436	257
Chico	66,836	258
Richland–Kennewick–Pasco	66,823	259
Tyler	66,665	260
Houma–Thibodaux	66,494	261
Rochester, Minn.	65,884	262
Anderson, Ind.	65,121	263
Grand Forks	65,045	264
Kankakee	63,543	265
Rapid City	63,399	266
Lake Charles	63,341	267
Muncie	63,308	268
Beaver County, Pa.	61,204	269
La Crosse	60,872	270
Yuma	60,744	271
Cheyenne	59,973	272
Danville, Va.	59,969	273
Decatur, Ill.	59,933	274
Sherman–Denison	59,191	275
Columbia, Mo.	59,159	276
Jackson, Tenn.	58,185	277
Hagerstown	57,962	278
Panama City	57,013	279
Jamestown–Dunkirk	56,846	280
Yuba City	56,094	281
Altoona	54,876	282
Billings	54,408	283
Brazoria	52,694	284
Vineland–Millville–Bridgeton	52,509	285
Odessa	51,781	286
Muskegon	51,096	287
Pascagoula	50,542	288
Elmira	50,407	289
Jacksonville, N.C.	49,977	290
Cumberland	49,119	291
Dothan	48,809	292
Charlottesville	47,562	293
Kokomo	47,249	294
Sharon	47,038	295
Laredo	46,947	296
Fayetteville–Springdale	46,358	297
Lewiston–Auburn	45,834	298
Greeley	45,078	299
Pueblo	44,270	300
Williamsport	44,166	301
Bloomington, Ind.	44,041	302
Bryan–College Station	43,748	303
Great Falls	43,715	304
Gadsden	43,260	305
Lawton	43,168	306
Albany, Ga.	42,930	307
Santa Fe	42,899	308
Casper	41,893	309
Las Cruces	40,873	310
Iowa City	40,597	311
Florence, Ala.	40,245	312
Pine Bluff	38,382	313
Dubuque	36,360	314
Monroe	35,572	315
Victoria	35,397	316
Lawrence, Kans.	33,396	317
Owensboro	33,343	318
Decatur, Ala.	33,163	319
Enid	25,340	320
Total Above Areas	**97,004,606**	
Percent of U.S.	**73.6600**	
U.S. Total	**[illegible]**	

SECTION C

METRO, COUNTY & CITY DATA BY STATE

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Alabama

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANNISTON	**116.7**	**.0460**	**33.1**	**12.3**	**15.3**	**20.8**	**26.3**	**43.1**	**734,327**	**84,947**	**74,139**	**114,488**	**27,462**	**195,067**	**30,021**
Calhoun	116.7	.0460	33.1	12.3	15.3	20.8	26.3	43.1	734,327	84,947	74,139	114,488	27,462	195,067	30,021
• Anniston	26.8	.0106	35.8	8.4	14.4	19.4	31.9	10.8	461,067	49,310	35,825	63,249	18,686	178,236	16,817
SUBURBAN TOTAL	89.9	.0354	32.3	13.5	15.6	21.3	24.6	32.3	273,260	35,637	38,314	51,239	8,776	16,831	13,204
BIRMINGHAM	**917.1**	**.3617**	**34.1**	**9.6**	**16.3**	**21.8**	**26.7**	**349.1**	**6,661,038**	**1,162,221**	**593,074**	**852,180**	**255,484**	**1,767,721**	**295,481**
Blount	39.7	.0157	35.0	9.6	14.6	21.8	28.2	14.8	148,577	33,367	7,624	11,410	1,845	43,487	6,343
Jefferson	652.3	.2572	34.4	9.5	16.2	21.4	27.7	252.0	5,497,503	899,474	520,371	756,286	222,358	1,477,982	243,227
• Bessemer	33.5	.0132	34.4	9.6	14.1	17.8	31.4	12.6	341,668	75,582	19,184	45,253	10,645	116,436	12,171
• Birmingham	266.3	.1050	33.2	10.4	17.1	19.3	27.7	105.7	2,555,266	348,196	265,262	301,863	122,477	816,329	86,457
St. Clair	52.2	.0206	33.9	9.3	15.8	22.4	25.8	18.5	194,833	40,431	14,314	5,053	1,593	70,425	9,173
Shelby	105.0	.0414	31.6	10.0	18.8	24.6	19.0	38.1	359,753	82,041	25,390	35,851	11,473	64,207	11,965
Walker	67.9	.0268	35.6	9.4	14.3	21.5	29.5	25.7	460,372	106,908	25,375	43,580	18,215	111,620	24,773
SUBURBAN TOTAL	617.3	.2435	34.6	9.2	16.0	23.1	26.1	230.8	3,764,104	738,443	308,628	505,064	122,362	834,956	196,853
DECATUR	**102.8**	**.0406**	**34.1**	**9.0**	**16.3**	**22.4**	**26.1**	**38.9**	**740,077**	**120,043**	**58,360**	**92,553**	**43,010**	**220,517**	**24,219**
Morgan	102.8	.0406	34.1	9.0	16.3	22.4	26.1	38.9	740,077	120,043	58,360	92,553	43,010	220,517	24,219
• Decatur	50.1	.0198	34.0	8.9	16.6	22.0	26.3	19.6	591,912	82,997	48,212	87,549	31,123	186,431	13,834
SUBURBAN TOTAL	52.7	.0208	34.2	9.1	15.8	22.9	25.8	19.3	148,165	37,046	10,148	5,004	11,887	34,086	10,385
DOTHAN	**133.0**	**.0525**	**31.9**	**10.4**	**16.8**	**20.6**	**24.2**	**49.3**	**1,032,834**	**191,211**	**96,203**	**165,866**	**62,139**	**249,852**	**25,190**
Dale	50.2	.0198	29.7	12.6	19.1	19.0	21.0	17.8	171,611	44,831	27,876	18,282	2,916	33,335	5,777
Houston	82.8	.0327	33.5	9.0	15.5	21.6	26.0	31.5	861,223	146,380	68,327	147,584	59,223	216,517	19,413
• Dothan	54.5	.0215	33.7	8.8	15.5	21.9	26.1	21.1	723,606	129,856	57,807	75,372	54,395	215,492	15,993
SUBURBAN TOTAL	78.5	.0310	30.8	11.5	17.9	19.7	22.7	28.2	309,228	61,355	38,396	90,494	7,744	34,360	9,197
FLORENCE	**131.3**	**.0517**	**35.6**	**10.2**	**14.6**	**21.2**	**29.8**	**51.1**	**913,187**	**193,867**	**75,638**	**157,491**	**40,232**	**207,536**	**25,024**
Colbert	51.4	.0202	36.2	9.2	14.6	21.2	30.6	20.0	353,876	83,949	35,017	38,948	9,626	82,997	7,461
Lauderdale	79.9	.0315	35.3	10.9	14.6	21.0	29.3	31.1	559,311	109,918	40,621	118,543	30,606	124,539	17,563
• Florence	36.5	.0144	35.1	12.9	14.1	19.1	31.0	15.0	470,561	77,798	37,039	112,730	24,968	107,268	13,805
SUBURBAN TOTAL	94.8	.0373	35.8	9.2	14.8	22.0	29.3	36.1	442,626	116,069	38,599	44,761	15,264	100,268	11,219
GADSDEN	**99.8**	**.0394**	**36.5**	**9.3**	**13.7**	**21.1**	**31.2**	**38.7**	**647,003**	**125,526**	**51,650**	**97,273**	**37,442**	**147,286**	**29,841**
Etowah	99.8	.0394	36.5	9.3	13.7	21.1	31.2	38.7	647,003	125,526	51,650	97,273	37,442	147,286	29,841
• Gadsden	42.5	.0168	38.0	9.5	13.3	18.1	35.9	17.5	501,543	91,563	37,263	73,695	35,649	134,647	20,845
SUBURBAN TOTAL	57.3	.0226	35.6	9.2	14.0	23.1	27.7	21.2	145,460	33,963	14,387	23,578	1,793	12,639	8,996
HUNTSVILLE	**248.2**	**.0978**	**32.3**	**11.2**	**19.2**	**21.6**	**23.2**	**95.1**	**1,938,007**	**335,359**	**185,320**	**337,114**	**113,794**	**440,350**	**47,206**
Madison	248.2	.0978	32.3	11.2	19.2	21.6	23.2	95.1	1,938,007	335,359	185,320	337,114	113,794	440,350	47,206
• Huntsville	166.0	.0654	33.1	11.9	17.9	21.3	25.4	65.7	1,773,013	274,247	159,708	336,370	99,801	425,650	43,848
SUBURBAN TOTAL	82.2	.0324	30.8	9.6	21.8	22.0	18.9	29.4	164,994	61,112	25,612	744	13,993	14,700	3,358
MOBILE	**483.7**	**.1907**	**32.9**	**9.6**	**15.5**	**20.8**	**25.9**	**176.7**	**3,289,356**	**641,782**	**302,656**	**440,462**	**138,922**	**737,783**	**160,380**
Baldwin	101.8	.0401	36.0	8.1	14.2	20.9	30.5	38.5	641,621	158,459	66,616	77,755	19,125	116,478	32,256
Mobile	381.9	.1506	32.1	10.0	15.8	20.8	24.7	138.2	2,647,735	483,323	236,040	362,707	119,797	621,305	128,124
• Mobile	197.9	.0780	32.8	10.7	15.9	19.9	26.7	76.1	2,106,920	312,366	194,505	323,703	104,326	554,819	90,349
SUBURBAN TOTAL	285.8	.1127	32.9	8.8	15.1	21.5	25.3	100.6	1,182,436	329,416	108,151	116,759	34,596	182,964	70,031
MONTGOMERY	**298.9**	**.1179**	**32.2**	**10.6**	**16.4**	**21.2**	**24.2**	**107.4**	**2,137,117**	**340,564**	**206,214**	**300,247**	**101,165**	**550,268**	**76,870**
Autauga	35.2	.0139	32.1	9.2	15.7	21.7	23.7	12.2	219,188	49,905	17,534	31,449	6,814	66,449	7,449
Elmore	50.8	.0201	33.3	10.1	16.5	21.8	25.4	17.1	183,101	58,138	12,649	8,040	6,043	41,673	13,282
Montgomery	212.9	.0839	32.0	10.9	16.4	21.0	24.0	78.1	1,734,828	232,521	176,031	260,758	88,308	442,147	56,139
• Montgomery	190.5	.0751	31.8	10.8	16.7	20.7	23.9	70.7	1,688,394	225,301	171,281	253,002	85,374	436,956	54,115
SUBURBAN TOTAL	108.4	.0428	33.0	10.1	15.8	21.9	24.9	36.7	448,723	115,263	34,933	47,245	15,791	113,312	22,755

Notes on Metro and County Data:

Sales & Marketing Management's *Survey of Buying Power* includes population, retail sales, and income data for all 320 Metropolitan Markets and 3,140 Counties in the U.S. In addition, data for individual cities are included if they meet one or more of the following criteria:

1. A city with a population of 40,000 or more as of the 1990 Census of Population.
2. A Central City of a designated Metropolitan Market.
3. An Independent City (which is not a part of the surrounding County).

The following symbols are used in Section C:

☐ This indicates that a County is part of a Metro Market in another state.

• This designates the Central City of a Metro Market.

Boldface type is used for Metro Market and State data.

Medium face type indicates County and Suburban data.

Lightface type is used for City data.

Italics indicate Metro Counties and Cities located in another state.

The "Total Metro Counties" line that appears at the end of each state listing pertains only to Metropolitan Counties within that state.

A blank space under any of the "Retail Sales by Store Group" columns indicates no sales in that category.

For more complete definitions of any of the data columns and/or terms in this issue, see the "Definition of Terms" in Section A.

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
TUSCALOOSA	**153.4**	**.0605**	**31.0**	**16.8**	**15.3**	**19.9**	**24.0**	**56.4**	**1,051,403**	**177,717**	**90,036**	**163,691**	**50,684**	**234,334**	**49,268**
Tuscaloosa	153.4	.0605	31.0	16.8	15.3	19.9	24.0	56.4	1,051,403	177,717	90,036	163,691	50,684	234,334	49,268
• Tuscaloosa	79.2	.0312	28.9	23.4	14.9	17.5	23.5	30.0	850,386	123,411	73,116	158,496	42,463	200,576	36,121
SUBURBAN TOTAL	74.2	.0293	33.2	9.8	15.5	22.6	24.6	26.4	201,017	54,306	16,920	5,195	8,221	33,758	13,147
OTHER COUNTIES															
Barbour	26.6	.0105	33.3	9.0	13.8	20.0	27.7	9.3	122,800	42,442	10,256	9,812	2,427	31,454	7,392
Bibb	16.8	.0066	32.4	10.4	14.1	20.8	25.6	5.8	56,032	15,945	3,299	7,209	1,143	9,562	1,552
Bullock	11.4	.0045	32.0	8.8	14.7	18.3	27.3	3.8	35,488	11,007	3,156	3,343	1,267	1,485	2,638
Butler	21.9	.0086	33.8	8.1	13.2	18.3	30.1	7.9	93,081	27,594	9,070	6,220	2,368	16,003	5,818
Chambers	36.9	.0146	35.3	9.6	13.6	19.6	30.9	13.9	146,897	35,047	9,953	6,727	11,149	35,223	7,321
Cherokee	20.0	.0079	36.8	9.4	13.7	21.4	31.4	7.6	64,482	11,701	3,902	8,549	1,310	15,325	5,477
Chilton	32.9	.0129	34.5	9.1	14.7	20.7	28.6	12.3	157,518	42,504	9,331	21,405	7,280	45,929	4,332
Choctaw	16.0	.0063	33.4	9.1	13.4	20.1	27.8	5.7	58,019	19,630	3,301	4,071	1,402	4,269	3,370
Clarke	27.3	.0108	32.2	9.8	14.2	19.2	26.8	9.5	146,609	45,292	7,068	7,061	5,800	28,272	12,772
Clay	13.1	.0052	36.3	9.7	13.4	19.7	32.1	5.0	44,760	13,575	1,735	1,236	235	12,282	2,248
Cleburne	12.9	.0051	34.5	9.8	14.7	21.1	28.2	4.8	47,972	5,841	983	3,003	22	23,435	1,964
Coffee	40.4	.0159	34.6	9.5	15.3	21.6	27.7	15.4	292,451	62,311	19,529	33,091	18,223	90,368	9,185
Conecuh	13.9	.0055	35.1	8.3	13.4	18.8	31.4	5.2	39,691	14,183	3,241	1,956	873	4,400	2,541
Coosa	11.0	.0044	34.5	9.8	14.7	19.2	29.9	4.0	13,147	5,370	343	410	1,185	532	1,485
Covington	36.5	.0144	36.8	8.5	13.6	19.5	33.0	14.5	215,306	67,749	12,446	5,837	13,321	35,753	15,123
Crenshaw	13.6	.0053	36.3	8.5	13.0	19.1	32.6	5.2	39,134	13,742	2,476	937	896	8,491	2,460
Cullman	68.6	.0271	35.4	9.4	14.7	20.8	29.7	26.1	433,698	88,094	30,923	53,373	14,989	99,488	14,926
Dallas	47.1	.0185	31.4	9.5	13.8	18.2	26.8	16.6	265,247	72,776	12,085	44,059	8,875	52,226	12,152
De Kalb	55.3	.0218	35.5	9.3	14.5	21.2	29.5	21.2	267,899	40,583	19,503	32,740	12,682	64,566	13,749
Escambia	35.9	.0141	34.4	9.3	14.7	20.6	28.5	12.7	190,931	31,169	12,232	19,409	4,644	45,456	12,486
Fayette	17.7	.0069	36.2	9.2	13.5	20.6	31.1	6.8	69,277	18,962	3,915	7,067	3,397	14,824	4,171
Franklin	27.6	.0109	36.4	9.2	13.9	20.5	31.5	10.8	165,960	33,880	9,296	17,314	10,529	55,848	5,099
Geneva	23.6	.0093	36.9	9.1	13.2	20.1	32.5	9.2	82,471	25,152	1,564	8,096	1,955	20,134	6,079
Greene	10.0	.0040	31.5	8.3	13.3	16.8	28.5	3.5	24,545	6,188	2,197	2,725	1,126	5,427	1,176
Hale	15.7	.0062	32.0	8.5	13.9	17.3	28.6	5.5	50,325	20,474	1,009	1,488	2,706	13,746	3,192
Henry	15.4	.0060	36.0	8.9	12.8	20.5	31.0	5.8	48,559	18,747	2,941	1,408	1,704	8,809	1,422
Jackson	47.7	.0188	35.2	9.3	14.5	22.2	28.0	18.0	254,244	59,718	19,677	33,680	7,154	66,381	7,965
Lamar	15.5	.0061	35.9	9.2	13.9	20.1	31.1	6.0	49,357	14,937	2,404	2,341	2,246	11,987	4,312
Lawrence	31.9	.0126	32.6	10.7	15.3	20.6	25.7	11.5	85,885	28,524	3,984	14,378	1,357	14,484	6,066
Lee	88.5	.0349	24.5	25.2	15.1	18.1	19.2	33.6	589,092	121,444	51,389	96,083	20,316	171,459	8,467
Limestone	55.8	.0220	33.2	10.3	17.5	21.6	25.3	20.4	263,377	73,408	21,084	32,677	9,629	48,303	12,738
Lowndes	12.6	.0049	28.5	10.0	14.1	16.6	24.2	4.0	30,629	13,492	174	808	397	4,015	325
Macon	25.0	.0099	29.4	17.5	12.2	16.9	26.3	8.6	89,600	18,516	10,237	12,702	375	22,647	3,755
Marengo	23.1	.0092	32.9	9.0	13.4	18.8	28.3	8.1	105,785	38,558	6,798	14,529	2,973	13,525	5,416
Marion	29.8	.0117	36.2	9.7	13.9	20.8	30.8	11.5	122,262	33,619	7,199	13,812	5,247	23,512	5,724
Marshall	72.4	.0285	35.9	9.1	14.8	21.4	29.9	28.5	741,570	133,915	37,928	62,355	30,381	265,163	21,592
Monroe	24.3	.0096	31.8	9.5	14.0	19.5	26.0	8.6	146,438	27,346	7,926	5,374	1,407	29,040	7,544

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MARKET STATISTICS
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ALA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Perry	12.5	.0049	30.6	11.9	11.7	15.8	29.0	4.1	33,869	10,219	2,828	1,985	880	7,160	3,384
Pickens	20.5	.0081	34.7	8.5	13.1	17.8	31.9	7.5	70,044	23,622	4,223	5,330	2,766	15,365	3,907
Pike	27.6	.0109	30.6	17.6	12.9	17.6	26.7	10.4	162,164	41,450	14,878	18,881	2,982	31,834	6,047
Randolph	20.0	.0079	35.5	9.2	13.9	18.9	31.8	7.7	80,928	22,475	4,707	11,824	2,623	10,953	2,815
☐ Russell	47.4	.0186	33.4	10.1	15.4	20.2	27.4	17.8	161,281	49,833	19,504	19,071	3,541	21,532	13,463
Sumter	16.1	.0064	29.0	13.3	13.6	15.6	26.3	5.4	50,598	16,095	3,771	9,261	550	2,815	1,407
Talladega	74.5	.0293	33.4	9.9	14.4	20.7	27.0	26.5	402,508	101,622	28,590	50,022	13,867	93,354	17,724
Tallapoosa	39.2	.0155	36.0	9.2	13.6	20.2	31.2	14.8	199,345	56,387	12,378	24,484	10,352	38,561	8,307
Washington	16.7	.0065	31.8	9.5	14.5	20.0	25.4	5.7	57,077	13,259	3,519	3,048	235	15,239	2,452
Wilcox	13.3	.0053	30.6	8.7	12.4	16.4	28.2	4.4	38,632	18,068	1,732	5,202	509	3,087	1,646
Winston	22.0	.0087	36.0	9.6	14.2	21.7	29.8	8.5	76,913	28,562	4,140	11,022	3,692	3,721	4,034
TOTAL METRO COUNTIES	**2,732.3**	**1.0774**	**33.3**	**10.4**	**16.1**	**21.3**	**26.0**	**1,023.6**	**19,305,680**	**3,423,070**	**1,752,794**	**2,740,426**	**873,875**	**4,772,246**	**776,963**
TOTAL STATE	**4,089.4**	**1.6124**	**33.4**	**10.5**	**15.6**	**20.8**	**26.7**	**1,525.5**	**26,132,246**	**5,108,264**	**2,198,114**	**3,478,780**	**1,125,321**	**6,408,158**	**1,072,720**

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The Greater Huntsville Market*

❑ Third in Alabama with a total population of 374,000

❑ Total EBI of $5,502,935,000

❑ Alabama's Highest average EBI of $41,891 is 29% greater than the state average!

SOURCE: S&MM - August 1992 *Madison, Limestone and Marshall Counties

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HUNTSVILLE TIMES AND NEWS

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANNISTON	**1,324,133**	**26,016**	**20.7**	**28.9**	**18.6**	**14.3**	**.0390**
Calhoun	1,324,133	26,016	20.7	28.9	18.6	14.3	.0390
• Anniston	316,969	21,512	23.0	24.6	13.0	15.1	.0140
SUBURBAN TOTAL	1,007,164	27,245	19.9	30.4	20.4	14.1	.0250
BIRMINGHAM	**12,676,271**	**29,003**	**18.2**	**25.0**	**18.1**	**22.6**	**.3522**
Blount	408,876	23,648	22.7	29.7	16.1	12.1	.0112
Jefferson	9,187,760	28,832	18.3	24.8	17.9	22.5	.2652
• Bessemer	311,170	19,016	23.9	22.7	15.0	10.3	.0124
• Birmingham	2,946,388	21,929	22.7	26.0	14.9	12.9	.1026
St. Clair	608,401	27,580	19.7	27.4	20.3	17.0	.0155
Shelby	1,747,172	39,505	12.4	21.8	19.9	36.4	.0376
Walker	724,062	22,725	23.3	25.9	16.3	13.5	.0227
SUBURBAN TOTAL	9,418,713	33,343	16.0	24.6	19.7	27.7	.2372
DECATUR	**1,388,569**	**30,817**	**17.2**	**25.1**	**19.7**	**23.5**	**.0389**
Morgan	1,388,569	30,817	17.2	25.1	19.7	23.5	.0389
• Decatur	750,425	32,488	16.2	23.3	19.1	27.1	.0238
SUBURBAN TOTAL	638,144	29,335	18.3	26.8	20.3	20.0	.0151
DOTHAN	**1,630,172**	**26,916**	**19.8**	**27.7**	**17.9**	**17.7**	**.0494**
Dale	584,727	27,025	20.4	30.2	18.4	16.1	.0147
Houston	1,045,445	26,843	19.4	26.5	17.6	18.6	.0347
• Dothan	735,968	27,799	18.3	24.8	17.3	21.2	.0261
SUBURBAN TOTAL	894,204	26,386	20.9	30.0	18.4	15.1	.0233
FLORENCE	**1,561,244**	**24,773**	**22.4**	**25.9**	**17.4**	**16.0**	**.0463**
Colbert	587,816	23,754	24.1	26.9	17.6	13.4	.0177
Lauderdale	973,428	25,581	21.2	25.1	17.3	17.8	.0286
• Florence	453,630	23,557	22.0	23.7	14.6	18.0	.0167
SUBURBAN TOTAL	1,107,614	25,259	22.5	26.8	19.6	15.2	.0296
GADSDEN	**1,090,586**	**23,189**	**22.9**	**27.5**	**16.3**	**12.4**	**.0331**
Etowah	1,090,586	23,189	22.9	27.5	16.3	12.4	.0331
• Gadsden	457,818	19,771	25.3	27.0	13.0	9.5	.0178
SUBURBAN TOTAL	632,768	26,357	20.8	27.9	19.2	14.8	.0153
HUNTSVILLE	**3,983,873**	**35,828**	**14.3**	**23.6**	**20.7**	**30.5**	**.1051**
Madison	3,983,873	35,828	14.3	23.6	20.7	30.5	.1051
• Huntsville	2,780,096	35,105	14.8	23.6	19.7	30.5	.0796
SUBURBAN TOTAL	1,203,777	37,255	12.9	23.6	23.3	30.4	.0255
MOBILE	**5,752,322**	**26,020**	**19.9**	**26.3**	**17.0**	**18.2**	**.1696**
Baldwin	1,322,485	28,353	19.6	27.7	18.1	20.7	.0364
Mobile	4,429,837	25,326	20.0	26.1	16.6	17.4	.1332
• Mobile	2,541,131	24,842	20.0	25.2	15.4	18.4	.0844
SUBURBAN TOTAL	3,211,191	26,861	19.9	27.3	18.1	17.9	.0852

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MONTGOMERY	**3,892,813**	**29,595**	**17.8**	**24.8**	**19.0**	**22.8**	**.1109**
Autauga	412,021	30,159	18.6	24.2	20.2	22.4	.0119
Elmore	587,855	29,499	17.7	25.8	20.4	20.8	.0149
Montgomery	2,892,937	29,535	17.7	24.8	18.4	23.3	.0841
• Montgomery	2,585,570	29,286	17.8	25.3	18.6	22.6	.0775
SUBURBAN TOTAL	1,307,243	30,247	17.8	24.1	19.7	23.2	.0334
TUSCALOOSA	**1,866,330**	**25,834**	**19.3**	**23.7**	**16.8**	**19.5**	**.0545**
Tuscaloosa	1,866,330	25,834	19.3	23.7	16.8	19.5	.0545
• Tuscaloosa	967,500	22,101	20.3	22.2	13.2	18.1	.0332
SUBURBAN TOTAL	898,830	29,923	18.3	25.4	20.8	21.0	.0213
OTHER COUNTIES							
Barbour	245,776	20,733	22.6	26.5	13.6	11.3	.0074
Bibb	163,342	22,726	23.1	26.8	15.9	13.2	.0043
Bullock	82,034	16,821	24.0	23.8	10.4	8.2	.0026
Butler	176,274	17,409	24.0	26.5	11.2	7.2	.0056
Chambers	361,262	21,608	23.9	27.3	17.3	8.7	.0102
Cherokee	215,380	24,254	21.4	28.8	16.8	13.0	.0056
Chilton	346,340	24,192	20.7	27.5	17.8	12.8	.0098
Choctaw	173,923	21,579	21.2	19.4	12.3	20.6	.0045
Clarke	255,893	21,011	23.7	23.9	14.0	14.0	.0080
Clay	122,609	19,499	27.7	27.7	13.5	7.6	.0034
Cleburne	145,860	25,977	21.5	27.4	17.5	15.6	.0038
Coffee	475,992	26,016	19.5	28.0	16.9	17.4	.0144
Conecuh	123,143	18,562	22.7	23.7	13.9	9.6	.0035
Coosa	119,739	24,727	21.9	29.1	16.2	15.5	.0026
Covington	375,371	21,033	24.0	27.2	13.9	11.0	.0114
Crenshaw	126,520	18,409	26.0	24.9	12.3	9.0	.0035
Cullman	729,282	22,997	23.9	28.4	15.8	12.5	.0223
Dallas	402,378	17,802	21.3	21.4	12.7	11.5	.0134
De Kalb	561,598	22,296	23.7	27.9	16.1	10.8	.0163
Escambia	349,654	21,855	22.3	26.9	13.4	13.4	.0107
Fayette	175,967	20,942	23.0	25.3	15.9	10.5	.0049
Franklin	261,074	19,619	24.7	28.1	13.3	7.8	.0085
Geneva	227,172	20,681	23.2	28.1	14.4	8.9	.0063
Greene	72,716	14,883	23.7	20.8	10.8	7.9	.0021
Hale	134,679	16,172	24.9	21.5	10.3	9.9	.0039
Henry	160,881	24,122	21.3	28.5	16.9	12.9	.0042
Jackson	493,449	23,335	21.6	29.2	16.8	11.4	.0145
Lamar	157,976	21,988	21.6	27.0	17.3	9.8	.0042
Lawrence	348,325	25,308	21.1	25.1	18.2	16.5	.0086
Lee	1,031,809	22,958	18.9	21.3	15.2	17.8	.0305

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METRO & COUNTY TOTALS

ALA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Limestone	698,326	29,902	17.7	23.8	19.5	22.6	.0182
Lowndes	94,149	18,017	22.5	23.6	12.4	10.0	.0026
Macon	201,583	17,409	24.1	23.1	12.2	8.8	.0061
Marengo	224,191	20,573	21.5	20.3	13.1	17.5	.0065
Marion	303,872	20,708	24.9	28.2	13.9	9.4	.0084
Marshall	820,336	23,643	22.7	26.3	17.0	14.1	.0289
Monroe	260,589	25,180	19.8	22.6	17.4	18.6	.0078
Perry	93,524	16,227	23.7	23.7	9.1	9.0	.0029
Pickens	193,174	20,336	22.9	22.8	16.0	11.7	.0053
Pike	268,875	18,915	21.4	23.0	13.8	11.0	.0085
Randolph	188,891	20,511	25.3	27.8	14.0	9.3	.0054
☐ Russell	498,531	23,630	20.2	27.8	16.9	13.0	.0131
Sumter	139,420	16,236	23.6	21.2	9.1	12.2	.0041
Talladega	747,004	23,122	22.3	27.3	15.7	13.4	.0224
Tallapoosa	421,372	22,872	22.8	27.3	16.1	12.3	.0120
Washington	158,525	23,577	21.6	24.5	17.3	14.3	.0043
Wilcox	88,397	13,674	25.1	19.6	8.7	7.1	.0029
Winston	217,081	20,150	26.0	27.2	12.8	10.4	.0059
TOTAL METRO COUNTIES	**35,664,844**	**28,200**	**18.8**	**25.4**	**18.1**	**21.0**	**1.0131**
TOTAL STATE	**49,299,971**	**25,994**	**20.0**	**25.6**	**17.1**	**18.3**	**1.4153**

Alaska

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANCHORAGE	**232.4**	**.0916**	**29.8**	**10.3**	**20.9**	**26.1**	**13.0**	**84.9**
Anchorage	232.4	.0916	29.8	10.3	20.9	26.1	13.0	84.9
• Anchorage	232.4	.0916	29.8	10.3	20.9	26.1	13.0	84.9
OTHER COUNTIES								
Aleutians East	2.6	.0010	29.4	16.1	25.2	23.8	12.2	.6
Aleutians West	10.1	.0040	27.3	22.9	27.8	21.1	5.8	2.1
Bethel	14.3	.0056	25.1	10.6	17.9	19.4	12.8	3.7
Bristol Bay	1.5	.0006	29.6	10.2	27.5	23.9	11.3	.4
Denali	1.9	.0008	29.4	6.8	18.6	24.7	14.9	.5
Dillingham	4.3	.0017	27.1	8.4	18.7	21.4	13.8	1.3
Fairbanks North Star	81.0	.0319	27.7	12.7	21.0	23.6	11.0	27.8
Haines	2.1	.0008	34.7	6.3	16.2	28.5	21.0	.8
Juneau	27.3	.0108	31.8	7.8	18.8	29.0	15.0	10.1
Kenai Peninsula	42.8	.0169	30.7	7.1	17.5	27.3	15.2	15.0
Ketchikan Gateway	14.1	.0055	31.6	8.3	17.9	26.1	17.7	5.2
Kodiak Island	13.8	.0055	28.7	10.5	22.0	25.3	10.8	4.2
Lake and Peninsula	1.8	.0007	26.9	7.8	20.0	19.0	14.8	.5
Matanuska-Susitna	41.8	.0165	30.1	5.7	17.5	27.1	14.3	14.2
Nome	8.7	.0034	26.3	9.2	17.8	20.7	13.9	2.5
North Slope	6.4	.0025	26.5	9.3	19.0	21.4	12.5	1.8
Northwest Arctic	6.5	.0026	22.5	10.0	17.3	16.5	12.7	1.6
Prince of Wales-Outer Ketchikan	6.7	.0026	30.0	8.1	18.6	27.2	13.6	2.2
Sitka	8.8	.0035	30.4	9.0	19.0	24.8	16.5	3.0
Skagway-Yakutat-Angoon	4.6	.0018	30.7	6.6	18.5	26.2	15.9	1.5
Southeast Fairbanks	6.1	.0024	28.2	8.2	18.1	25.0	12.8	2.0
Valdez-Cordova	10.2	.0040	31.8	7.8	19.0	28.4	15.6	3.5
Wade Hampton	6.2	.0025	20.5	11.1	15.5	14.6	12.8	1.5
Wrangell-Petersburg	7.3	.0029	31.5	7.1	18.0	25.7	18.0	2.6
Yukon-Koyukuk	6.9	.0027	29.4	6.9	18.4	24.8	15.0	2.4
TOTAL METRO COUNTIES	**232.4**	**.0916**	**29.8**	**10.3**	**20.9**	**26.1**	**13.0**	**84.9**
TOTAL STATE	**570.2**	**.2248**	**29.3**	**9.9**	**20.0**	**25.3**	**13.2**	**195.9**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**2,518,807**	**516,461**	**419,996**	**435,036**	**90,181**	**319,221**	**50,615**
Anchorage	2,518,807	516,461	419,996	435,036	90,181	319,221	50,615
• Anchorage	2,518,807	516,461	419,996	435,036	90,181	319,221	50,615
OTHER COUNTIES							
Aleutians East	5,791	2,180	1,746	1,731			
Aleutians West	32,021	12,824	10,073	6,477	201	600	
Bethel	51,388	20,134	3,000	14,014	315	1,656	
Bristol Bay	9,046	3,853	1,724			482	
Denali	4,432	1,197	379	987	10	5	
Dillingham	12,208	1,117	794	5,046	112	210	
Fairbanks North Star	622,263	178,467	74,019	37,653	28,258	103,124	17,936
Haines	15,969	6,334	1,645	150	143	2,491	941
Juneau	249,988	43,098	33,989	48,573	7,856	23,903	13,306
Kenai Peninsula	322,337	121,627	43,703	3,386	8,141	27,380	15,419
Ketchikan Gateway	135,098	47,761	10,928	3,983	3,773	6,201	2,393
Kodiak Island	97,150	40,708	7,985		3,266	6,237	3,986
Lake and Peninsula	5,076	434	417	2,054	46	135	
Matanuska-Susitna	255,191	93,573	23,315	1,840	5,528	46,713	14,318
Nome	47,630	18,980	5,071	1,460	319	1,235	212
North Slope	38,340	16,641	5,936	14,319	53	101	259
Northwest Arctic	26,871	10,160	2,578	9,140	91	546	
Prince of Wales-Outer Ketchikan	27,720	14,942	1,431	1,367	432	509	
Sitka	71,474	23,730	8,715	517	1,000	3,636	1,255
Skagway-Yakutat-Angoon	27,223	12,622	6,631	603	98	335	
Southeast Fairbanks	21,063	5,473	3,264	379	171	215	
Valdez-Cordova	59,551	14,187	9,177	1,653	393	3,726	3,260
Wade Hampton	16,103	8,315	124	5,359	24		
Wrangell-Petersburg	50,721	26,437	7,688	1,335	547	1,375	896
Yukon-Koyukuk	16,497	4,452	1,412	3,670	41	19	
TOTAL METRO COUNTIES	**2,518,807**	**516,461**	**419,996**	**435,036**	**90,181**	**319,221**	**50,615**
TOTAL STATE	**4,740,158**	**1,245,707**	**685,740**	**600,732**	**150,999**	**550,015**	**124,896**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANCHORAGE	**4,621,235**	**46,573**	**10.4**	**19.5**	**18.6**	**45.8**	**.1217**
Anchorage	4,621,235	46,573	10.4	19.5	18.6	45.8	.1217
• Anchorage	4,621,235	46,573	10.4	19.5	18.6	45.8	.1217
OTHER COUNTIES							
Aleutians East	50,536	47,627	11.5	14.3	22.8	45.3	.0010
Aleutians West	178,997	39,325	11.0	29.1	20.6	36.1	.0037
Bethel	123,404	26,339	19.2	22.2	15.0	22.9	.0037
Bristol Bay	28,115	55,967	10.5	13.5	16.0	55.7	.0006
Denali	18,848	24,583	21.4	20.2	15.2	21.2	.0005
Dillingham	55,987	30,779	17.4	20.5	14.7	30.3	.0013
Fairbanks North Star	1,301,220	39,338	13.6	22.3	19.8	36.7	.0341
Haines	33,567	36,400	14.0	24.9	17.1	34.6	.0009
Juneau	550,215	50,317	8.4	18.3	19.0	50.5	.0135
Kenai Peninsula	755,994	42,995	12.8	19.0	18.3	41.9	.0189
Ketchikan Gateway	267,251	45,548	9.0	21.5	20.9	43.8	.0070
Kodiak Island	278,374	48,847	9.1	17.8	19.8	48.4	.0064

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Lake and Peninsula	16,983	24,456	24.6	24.8	11.4	22.0	.0005
Matanuska-Susitna	682,629	43,249	11.5	18.7	19.9	40.8	.0167
Nome	94,977	31,589	19.0	19.8	16.6	28.7	.0025
North Slope	125,236	56,862	7.6	12.2	16.4	58.0	.0029
Northwest Arctic	74,110	39,563	14.7	19.2	18.7	37.1	.0020
Prince of Wales-Outer Ketchikan	102,278	40,199	11.7	19.3	23.6	35.3	.0024
Sitka	150,524	45,188	9.7	21.6	21.6	43.2	.0038
Skagway-Yakutat-Angoon	80,416	44,598	10.9	18.0	22.6	42.0	.0019
Southeast Fairbanks	81,088	32,906	17.0	26.1	18.5	28.2	.0019
Valdez-Cordova	243,418	53,378	10.5	15.6	14.1	52.8	.0050
Wade Hampton	41,996	21,993	26.9	25.6	14.8	13.7	.0014
Wrangell-Petersburg	134,866	42,186	12.1	21.5	20.6	40.0	.0032
Yukon-Koyukuk	81,196	24,540	21.3	20.1	15.4	21.1	.0019
TOTAL METRO COUNTIES	**4,621,235**	**46,573**	**10.4**	**19.5**	**18.6**	**45.8**	**.1217**
TOTAL STATE	**10,173,468**	**43,676**	**11.8**	**19.9**	**18.8**	**42.2**	**.2594**

Arizona

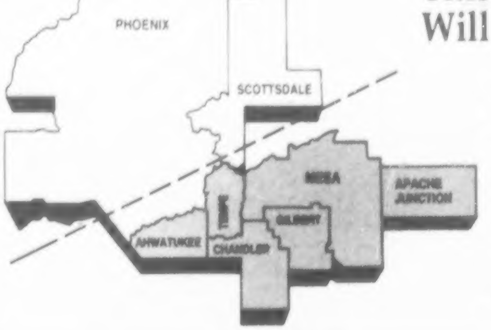
POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
PHOENIX	**2,224.8**	**.8772**	**32.4**	**10.4**	**17.8**	**20.9**	**24.4**	**848.4**
Maricopa	2,224.8	.8772	32.4	10.4	17.8	20.9	24.4	848.4
Chandler	95.0	.0375	28.8	9.0	23.2	22.6	13.0	33.1
Glendale	155.3	.0612	30.4	11.1	17.5	23.1	18.8	56.4
• Mesa	302.1	.1191	30.8	10.6	18.1	19.7	22.7	113.3
Peoria	53.1	.0209	32.6	6.3	18.9	19.5	26.0	19.2
• Phoenix	1,031.0	.4065	31.4	10.4	18.8	21.9	21.4	388.5
• Scottsdale	136.4	.0538	39.4	8.5	16.7	23.0	33.9	60.5
• Tempe	148.7	.0586	29.0	20.0	20.6	21.3	16.3	58.4
SUBURBAN TOTAL	606.6	.2392	34.7	8.2	15.7	19.4	30.1	227.7

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**17,241,381**	**4,036,448**	**1,862,810**	**2,054,604**	**1,003,776**	**3,611,328**	**685,500**
Maricopa	17,241,381	4,036,448	1,862,810	2,054,604	1,003,776	3,611,328	685,500
Chandler	401,258	128,222	44,966	51,820	21,833	59,312	9,561
Glendale	1,202,217	259,899	85,619	88,749	48,117	488,377	42,120
• Mesa	2,776,111	547,730	244,492	559,719	167,736	607,013	118,954
Peoria	181,252	90,080	16,926	22,869	12,080	10,408	4,992
• Phoenix	8,368,523	1,935,848	947,375	976,590	520,681	1,466,115	338,415
• Scottsdale	1,880,382	337,578	228,559	255,792	102,193	527,857	55,416
• Tempe	1,378,596	324,926	179,966	67,135	93,611	313,604	49,787
SUBURBAN TOTAL	2,837,769	830,366	262,418	195,368	119,555	696,739	122,928



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POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
TUCSON	**690.5**	**.2722**	**33.1**	**11.4**	**16.6**	**20.6**	**26.3**	**272.1**
Pima	690.5	.2722	33.1	11.4	16.6	20.6	26.3	272.1
• Tucson	419.8	.1655	31.1	14.0	18.3	18.9	24.0	169.1
SUBURBAN TOTAL	270.7	.1067	36.9	7.3	13.9	23.2	30.0	103.0
YUMA	**112.1**	**.0442**	**30.9**	**11.0**	**15.4**	**17.3**	**26.3**	**36.9**
Yuma	112.1	.0442	30.9	11.0	15.4	17.3	26.3	36.9
• Yuma	57.6	.0227	29.8	10.4	17.4	18.1	22.9	19.9
SUBURBAN TOTAL	54.5	.0215	32.3	11.7	13.3	16.5	29.9	17.0
OTHER COUNTIES								
Apache	63.7	.0251	23.4	10.0	14.5	16.8	16.4	16.5
Cochise	99.8	.0393	32.9	9.7	15.0	20.1	26.8	35.2
Coconino	100.9	.0398	26.3	16.3	16.5	20.5	15.2	31.0
Flagstaff	47.9	.0189	24.8	25.0	17.1	19.8	12.4	14.9
Gila	41.1	.0162	39.1	6.5	11.2	19.3	36.3	15.8
Graham	27.3	.0108	29.7	10.2	13.8	17.9	24.7	8.1
Greenlee	7.6	.0030	32.2	5.8	13.6	21.1	25.1	2.6
La Paz	14.0	.0055	37.7	7.4	12.5	18.1	35.3	5.4
Mohave	98.8	.0389	41.1	6.5	12.8	19.1	38.9	39.0
Navajo	79.5	.0314	26.5	9.0	14.6	17.9	19.7	22.5
Pinal	120.6	.0476	32.9	8.8	14.7	19.3	27.6	40.6
Santa Cruz	31.2	.0123	29.4	9.0	14.1	19.1	23.0	9.2
Yavapai	113.6	.0448	42.7	6.7	11.0	19.7	40.9	47.4
TOTAL METRO COUNTIES	**3,027.4**	**1.1936**	**32.5**	**10.6**	**17.5**	**20.7**	**24.9**	**1,157.4**
TOTAL STATE	**3,825.5**	**1.5083**	**32.6**	**10.3**	**16.8**	**20.4**	**25.5**	**1,430.7**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
TUCSON	**4,707,436**	**1,015,272**	**471,972**	**594,092**	**236,629**	**848,492**	**246,590**
Pima	4,707,436	1,015,272	471,972	594,092	236,629	848,492	246,590
• Tucson	3,875,772	752,578	372,341	539,504	217,695	795,351	200,723
SUBURBAN TOTAL	831,664	262,694	99,631	54,588	18,934	53,141	45,867
YUMA	**706,799**	**153,431**	**58,046**	**100,285**	**26,907**	**172,129**	**29,559**
Yuma	706,799	153,431	58,046	100,285	26,907	172,129	29,559
• Yuma	583,971	114,393	53,489	97,011	23,119	152,670	28,895
SUBURBAN TOTAL	122,828	39,038	4,557	3,274	3,788	19,459	664
OTHER COUNTIES							
Apache	156,563	44,693	8,586	25,801	2,649	10,392	4,762
Cochise	463,448	99,131	34,859	52,107	16,055	91,436	19,169
Coconino	735,680	188,534	99,708	91,723	27,510	85,911	28,924
Flagstaff	509,231	108,121	63,858	71,632	26,417	78,980	21,555
Gila	206,495	60,107	21,431	10,166	4,530	30,010	14,288
Graham	112,795	36,207	8,857	4,762	3,215	25,201	6,606
Greenlee	18,502	8,050	1,838	3,141	483	459	777
La Paz	80,469	18,002	8,791	1,323	242	2,982	4,071
Mohave	647,769	176,332	56,369	33,049	24,992	96,654	37,070
Navajo	357,092	109,895	32,680	29,102	10,532	61,602	12,513
Pinal	544,369	201,601	37,410	41,844	10,643	79,681	33,426
Santa Cruz	231,758	51,014	13,634	68,234	6,464	16,067	6,817
Yavapai	682,483	172,103	70,210	43,085	24,265	106,348	21,172
TOTAL METRO COUNTIES	**22,655,616**	**5,205,151**	**2,392,828**	**2,748,981**	**1,267,312**	**4,631,949**	**961,649**
TOTAL STATE	**26,893,039**	**6,370,830**	**2,787,201**	**3,153,320**	**1,398,892**	**5,238,692**	**1,181,344**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PHOENIX	**31,270,508**	**30,162**	**18.5**	**28.0**	**19.9**	**21.8**	**.8787**
Maricopa	31,270,508	30,162	18.5	28.0	19.9	21.8	.8787
Chandler	1,312,581	36,867	13.0	26.6	26.6	27.0	.0317
Glendale	1,986,746	31,197	18.2	26.6	21.2	22.4	.0587
• Mesa	3,885,624	29,547	19.2	30.6	20.9	18.8	.1217
Peoria	707,462	33,367	16.1	29.1	25.5	21.5	.0167
• Phoenix	13,677,920	28,764	19.5	28.4	19.0	20.1	.4025
• Scottsdale	2,912,894	37,866	14.2	23.7	19.6	34.5	.0808
• Tempe	2,167,399	31,380	17.4	25.6	20.0	24.2	.0635
SUBURBAN TOTAL	8,626,671	31,069	17.9	27.8	21.0	22.1	.2102
TUCSON	**8,483,466**	**24,670**	**22.9**	**28.2**	**16.3**	**15.3**	**.2457**
Pima	8,483,466	24,670	22.9	28.2	16.3	15.3	.2457
• Tucson	4,449,190	21,478	25.8	28.7	14.6	10.0	.1566
SUBURBAN TOTAL	4,034,276	31,079	18.2	27.2	19.3	24.0	.0891
YUMA	**1,121,330**	**23,926**	**24.4**	**29.7**	**15.4**	**14.1**	**.0355**
Yuma	1,121,330	23,926	24.4	29.7	15.4	14.1	.0355
• Yuma	635,606	26,904	20.2	31.0	18.6	15.8	.0227
SUBURBAN TOTAL	485,724	20,779	29.4	28.1	11.7	12.1	.0128

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Apache	349,858	15,369	21.1	20.6	12.4	8.2	.0124
Cochise	1,070,787	23,937	23.5	27.1	16.8	14.0	.0297
Coconino	1,008,658	25,909	19.9	27.5	17.5	16.7	.0337
Flagstaff	519,474	27,726	19.7	28.2	17.7	19.0	.0191
Gila	434,754	22,777	23.3	29.1	15.5	11.7	.0124
Graham	226,121	18,235	29.6	25.8	11.6	7.4	.0071
Greenlee	71,856	26,557	19.8	36.2	19.2	9.2	.0019
La Paz	126,247	17,406	28.8	24.1	11.0	8.2	.0041
Mohave	1,163,282	24,366	25.8	30.8	16.2	13.2	.0341
Navajo	577,691	19,844	23.0	23.5	16.0	10.2	.0199
Pinal	1,135,423	22,450	24.8	29.1	15.6	10.8	.0337
Santa Cruz	279,183	23,458	24.1	26.1	16.8	14.1	.0100
Yavapai	1,392,837	22,640	26.5	30.1	15.0	11.2	.0389
TOTAL METRO COUNTIES	**40,875,304**	**28,624**	**19.7**	**28.2**	**18.9**	**20.0**	**1.1599**
TOTAL STATE	**48,712,001**	**27,429**	**20.6**	**28.0**	**18.3**	**18.5**	**1.3978**

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METRO & COUNTY TOTALS

Arkansas

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
FAYETTEVILLE–SPRINGDALE	116.6	.0460	31.4	14.6	16.3	20.8	23.3	44.7	1,021,558	199,453	66,126	212,542	37,192	261,457	13,384
Washington	116.6	.0460	31.4	14.6	16.3	20.8	23.3	44.7	1,021,558	199,453	66,126	212,542	37,192	261,457	13,384
• Fayetteville	43.2	.0170	27.5	24.7	17.8	18.1	18.6	17.4	559,069	99,676	42,842	129,229	17,199	145,126	7,771
• Springdale	30.8	.0121	33.3	9.6	16.3	21.8	25.4	11.8	403,118	77,104	21,204	77,021	16,820	106,419	4,549
SUBURBAN TOTAL	42.6	.0169	34.7	8.0	14.5	22.0	26.7	15.5	59,371	22,673	2,080	6,292	1,173	9,912	1,064
FORT SMITH	180.1	.0709	33.9	8.9	15.5	21.3	26.9	68.5	1,326,913	305,866	126,490	234,310	46,294	271,805	35,413
Crawford	44.1	.0174	33.0	8.4	15.5	21.5	25.5	15.9	203,431	66,543	16,839	27,386	7,339	34,953	5,380
Sebastian	101.1	.0398	34.2	9.1	15.9	21.4	27.3	39.9	973,832	197,971	94,317	186,589	36,357	214,649	27,433
• Fort Smith	73.9	.0291	34.4	9.4	15.9	20.9	28.1	30.1	938,461	182,919	92,709	185,842	35,209	209,342	25,779
Sequoyah, Okla.	*34.9*	*.0137*	*34.0*	*9.0*	*13.9*	*20.7*	*27.8*	*12.7*	*149,650*	*41,352*	*15,334*	*20,335*	*2,598*	*22,203*	*2,600*
SUBURBAN TOTAL	106.2	.0418	33.5	8.6	15.0	21.6	26.1	38.4	388,452	122,947	33,781	48,468	11,085	62,463	9,634
LITTLE ROCK–NORTH LITTLE ROCK	521.2	.2056	32.6	10.2	17.1	22.0	24.0	198.7	4,171,475	738,998	351,051	618,102	173,984	1,103,211	103,375
Faulkner	63.1	.0249	30.3	15.7	15.9	20.2	22.3	22.5	349,490	84,930	29,169	35,546	11,976	78,597	10,575
Lonoke	40.4	.0160	32.9	8.2	15.5	22.0	24.7	14.3	158,822	40,646	8,110	21,836	4,216	35,599	7,518
Pulaski	351.1	.1384	32.7	9.8	17.7	22.1	23.9	137.9	3,392,017	546,336	294,210	533,401	144,038	913,514	74,204
• Jacksonville	29.2	.0115	27.5	13.6	21.1	18.1	16.1	9.9	243,856	37,964	19,544	23,526	8,734	104,721	4,966
• Little Rock	176.5	.0696	33.2	10.1	18.1	22.1	24.6	73.0	2,030,188	332,163	196,109	320,287	100,865	527,384	47,648
• North Little Rock	62.0	.0244	35.0	8.7	15.8	20.7	29.3	25.1	862,278	141,265	66,641	182,208	27,780	158,368	18,692
Saline	66.6	.0263	33.8	8.5	15.9	23.1	25.1	24.0	271,146	67,086	19,562	27,319	13,724	75,501	11,078
SUBURBAN TOTAL	253.5	.1001	32.3	10.3	16.4	22.6	23.1	90.7	1,035,153	227,606	68,757	92,081	36,575	312,738	32,069
PINE BLUFF	85.9	.0339	32.2	10.9	14.6	19.7	26.3	30.1	559,190	109,836	42,169	75,006	22,086	144,627	24,517
Jefferson	85.9	.0339	32.2	10.9	14.6	19.7	26.3	30.1	559,190	109,836	42,169	75,006	22,086	144,627	24,517
• Pine Bluff	57.4	.0226	31.9	11.0	14.2	17.8	27.9	21.0	530,319	100,660	39,986	75,006	20,864	137,015	23,887
SUBURBAN TOTAL	28.5	.0113	32.8	10.8	15.2	23.4	23.2	9.1	28,871	9,176	2,183		1,222	7,612	630
TEXARKANA	120.8	.0477	34.0	8.8	14.8	21.0	27.6	45.2	923,316	151,403	69,123	184,279	33,912	208,337	21,465
Miller	38.7	.0153	33.2	9.3	14.7	20.0	27.4	14.4	226,820	70,849	21,439	38,633	3,581	15,181	6,711
• Texarkana	22.8	.0090	33.2	9.5	15.2	19.0	28.2	8.8	215,696	68,760	20,904	38,633	3,571	11,780	6,711
Bowie, Tex.	*82.1*	*.0324*	*34.4*	*8.6*	*15.0*	*21.4*	*27.7*	*30.8*	*696,496*	*80,554*	*47,684*	*145,646*	*30,331*	*193,156*	*14,754*
• Texarkana	*31.8*	*.0125*	*34.3*	*9.1*	*14.4*	*19.4*	*29.7*	*12.5*	*520,450*	*43,593*	*38,065*	*136,239*	*26,395*	*150,551*	*7,012*
SUBURBAN TOTAL	66.2	.0262	34.2	8.4	15.0	22.4	26.4	23.9	187,170	39,050	10,154	9,407	3,946	46,006	7,742
OTHER COUNTIES															
Arkansas	21.3	.0084	36.0	7.4	13.6	20.5	31.0	8.3	122,760	28,861	9,125	16,764	4,164	24,237	6,269
Ashley	24.1	.0095	34.4	9.0	13.5	20.5	28.7	8.8	107,967	31,731	5,427	15,448	1,951	28,452	4,560
Baxter	32.0	.0126	47.2	5.7	10.1	17.8	46.9	13.9	228,258	65,844	14,388	35,082	13,140	37,645	4,177
Benton	102.6	.0404	36.5	8.5	14.5	19.4	32.6	39.5	633,509	132,745	42,564	79,879	28,650	205,935	10,717
Boone	28.8	.0114	37.1	8.5	13.7	20.2	32.7	11.3	240,727	47,759	14,040	30,164	10,457	81,060	6,555
Bradley	11.6	.0046	37.3	8.5	12.5	18.9	34.1	4.5	48,901	15,586	2,227	2,032	1,193	10,720	1,745
Calhoun	5.8	.0023	34.9	8.6	14.5	19.3	30.6	2.2	11,877	4,523	443	188	205	2,866	1,255
Carroll	19.1	.0075	33.5	7.4	13.1	21.3	33.9	7.7	141,926	32,379	13,515	13,307	3,545	35,283	3,689
Chicot	15.5	.0061	32.2	8.8	12.1	17.1	29.5	5.4	56,133	17,306	3,147	2,186	1,226	8,330	4,602
Clark	21.0	.0083	32.9	17.6	12.4	17.5	29.9	7.7	174,431	29,729	14,466	17,687	2,253	50,561	6,516
Clay	17.9	.0070	40.1	7.9	12.5	19.0	37.5	7.5	81,751	19,766	2,796	7,339	1,278	35,815	2,705
Cleburne	19.9	.0079	42.2	6.6	12.5	19.2	39.9	8.1	104,720	28,786	4,392	11,194	1,663	32,199	4,426
Cleveland	7.9	.0031	36.2	8.8	13.1	21.2	30.6	2.9	9,297	4,536	246		371	493	1,183
Columbia	25.7	.0101	34.1	10.9	13.8	17.9	30.9	9.6	149,459	31,333	9,796	25,364	6,195	32,990	6,008
Conway	19.0	.0075	35.2	8.3	14.1	18.8	31.4	7.2	104,586	23,643	4,932	11,873	3,298	34,657	2,971
Craighead	70.4	.0278	32.2	13.8	15.6	20.4	25.3	26.8	571,918	96,380	30,097	106,262	32,073	118,280	9,776
Jonesboro	47.5	.0187	31.1	16.2	16.0	19.9	24.0	18.3	526,736	76,943	29,289	106,262	31,017	110,041	9,151
☐ Crittenden	50.6	.0199	30.2	9.8	15.5	19.8	22.7	17.4	399,895	73,111	26,246	33,691	6,534	77,060	16,512
• West Memphis	28.7	.0113	30.5	10.1	15.5	20.4	22.6	10.0	334,610	58,411	23,873	28,548	6,469	74,219	15,541
Cross	19.0	.0075	32.6	9.0	13.9	20.1	26.6	6.7	84,744	24,090	4,126	18,312	3,426	16,734	3,498
Dallas	9.4	.0037	36.9	7.8	12.8	20.3	32.4	3.6	52,323	15,811	1,773	7,790	3,245	16,273	2,589
Desha	16.4	.0065	31.9	8.7	13.7	18.6	27.2	5.8	81,149	19,147	4,015	10,485	3,398	19,252	3,472
Drew	17.3	.0068	32.2	11.9	14.0	19.7	26.4	6.3	99,385	23,900	8,619	18,753	4,596	21,253	2,926
Franklin	15.0	.0059	36.0	8.7	13.5	20.2	31.3	5.6	49,762	7,658	3,630	7,921	1,463	11,750	3,678
Fulton	10.2	.0040	40.9	7.0	11.4	19.7	38.4	4.1	28,707	10,655	1,368	447	504	6,115	2,595
Garland	74.4	.0294	41.2	7.4	12.6	19.4	38.9	31.3	641,029	125,348	55,814	94,820	21,369	154,676	26,373
Grant	14.3	.0056	35.0	8.5	14.6	22.9	27.2	5.3	41,308	12,482	2,429	7,599	532	8,312	554
Greene	32.0	.0126	36.1	9.1	14.0	21.1	30.5	12.4	176,851	27,957	13,956	23,935	4,560	48,435	9,156
Hempstead	21.4	.0084	34.8	8.1	14.4	19.1	30.6	8.2	101,305	35,412	8,554	3,158	2,583	20,291	4,542
Hot Spring	26.1	.0103	36.9	8.0	13.2	20.9	31.9	10.1	114,507	31,691	9,284	17,252	2,375	32,080	3,799
Howard	13.6	.0054	35.2	8.6	13.4	19.3	30.9	5.0	63,888	16,252	2,217	14,929	1,284	12,776	3,517
Independence	31.2	.0123	35.3	8.8	14.4	21.2	29.2	11.8	201,196	41,331	14,829	34,133	4,442	58,686	4,617
Izard	11.5	.0045	44.1	6.4	11.1	18.0	42.9	4.8	44,690	15,577	1,971	1,699	451	9,322	2,432
Jackson	18.7	.0074	37.2	7.6	13.6	20.4	32.7	7.3	93,624	11,432	6,921	12,903	1,317	26,844	5,075
Johnson	18.3	.0072	35.9	10.4	13.6	19.0	32.2	7.2	112,422	25,347	3,792	9,613	3,602	40,455	3,658
Lafayette	9.5	.0037	35.6	8.8	12.6	19.1	31.6	3.6	26,289	11,668	1,267	1,892	1,007	3,008	1,871
Lawrence	17.1	.0068	37.3	9.2	13.1	19.3	33.7	6.7	95,122	22,614	4,331	12,362	3,015	31,020	2,361
Lee	12.7	.0050	32.3	8.2	11.1	17.3	29.6	4.5	33,552	11,571	703	2,146	149	10,589	997
Lincoln	13.9	.0055	32.7	10.6	20.8	20.8	24.4	3.8	18,106	8,663	485	984	476	1,918	1,260
Little River	14.0	.0055	34.3	9.0	13.7	21.0	28.0	5.2	63,002	17,844	4,443	8,551	2,195	20,438	1,700
Logan	20.7	.0081	35.9	8.1	13.5	19.8	31.4	7.6	92,257	25,252	7,064	15,438	2,893	23,979	1,851
Madison	11.8	.0046	36.5	7.9	13.0	20.9	31.3	4.5	40,709	5,230	3,108	10,087	268	11,421	1,962

ARK. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Marion	12.4	.0049	43.0	6.3	11.2	19.4	41.1	5.1
Mississippi	57.1	.0225	29.9	10.7	15.8	18.5	23.5	20.3
Monroe	10.9	.0043	35.1	7.7	12.5	17.5	32.5	4.2
Montgomery	7.9	.0031	40.7	7.4	12.2	19.3	38.1	3.1
Nevada	9.9	.0039	36.1	8.3	12.8	19.6	32.0	3.8
Newton	7.8	.0031	36.3	7.4	13.6	21.4	30.5	2.8
Ouachita	30.8	.0121	35.7	7.8	14.1	20.1	30.9	11.8
Perry	8.1	.0032	37.0	8.5	13.2	20.9	31.9	3.1
Phillips	27.8	.0110	31.1	8.1	12.2	17.1	28.2	9.8
Pike	10.2	.0040	37.1	8.0	13.1	19.8	33.0	3.9
Poinsett	24.6	.0097	35.2	8.9	14.1	20.2	30.0	9.3
Polk	17.5	.0069	38.6	7.5	11.9	19.3	35.4	6.9
Pope	46.8	.0185	32.3	12.3	15.3	20.6	25.3	17.4
Prairie	9.5	.0037	36.5	8.2	13.8	20.0	32.0	3.7
Randolph	16.5	.0065	37.3	8.1	13.1	19.7	33.2	6.4
St. Francis	28.1	.0111	31.2	8.4	13.5	19.1	25.8	9.9
Scott	10.4	.0041	36.8	8.5	13.6	19.1	33.2	4.0
Searcy	7.6	.0030	40.0	7.1	11.4	20.2	36.8	3.1
Sevier	13.6	.0054	35.4	8.7	14.4	19.9	30.8	5.1
Sharp	14.2	.0056	45.0	6.3	10.2	17.1	44.6	5.9
Stone	10.1	.0040	39.7	6.4	12.6	21.1	35.6	4.0
Union	46.5	.0183	35.1	8.0	14.4	19.9	30.1	17.8
Van Buren	14.3	.0056	43.5	6.5	10.7	17.8	42.5	5.8
White	55.6	.0219	33.8	12.8	13.7	19.7	28.6	20.1
Woodruff	9.2	.0037	34.9	8.2	13.0	19.1	30.7	3.5
Yell	18.1	.0071	36.1	8.8	14.0	19.8	31.7	7.1
TOTAL METRO COUNTIES	**958.2**	**.3779**	**32.5**	**10.6**	**16.5**	**21.3**	**24.5**	**361.1**
TOTAL STATE	**2,374.8**	**.9363**	**34.3**	**9.7**	**14.7**	**20.3**	**28.7**	**901.8**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Marion	29,845	14,235	1,962	489	224	3,917	1,852
Mississippi	293,557	65,714	21,890	42,410	6,367	70,499	9,732
Monroe	65,513	18,733	6,286	5,943	1,730	8,829	3,784
Montgomery	24,867	9,269	1,396	999	305	3,818	1,408
Nevada	32,593	8,880	939	527	1,584	5,334	2,647
Newton	9,311	6,224	263	158	59	376	1,185
Ouachita	198,165	55,953	11,644	19,117	[illegible]	39,464	8,085
Perry	26,956	9,311	532		697	1,423	178
Phillips	145,585	36,035	12,318	17,903	3,267	30,028	7,441
Pike	48,738	11,933	1,340	3,575	338	18,042	1,979
Poinsett	93,930	25,178	4,793	10,001	2,313	22,648	3,946
Polk	85,298	24,861	4,944	17,366	1,274	17,928	3,194
Pope	369,987	75,233	28,724	47,528	16,455	94,527	11,713
Prairie	37,690	7,442	2,409	1,179	368	16,618	365
Randolph	78,723	26,450	3,360	11,287	1,733	10,399	1,725
St. Francis	144,003	38,204	9,407	24,051	5,738	18,394	5,216
Scott	38,300	12,184	2,142	8,298	1,219	4,521	2,830
Searcy	27,280	10,245	790	2,245	687	5,005	1,342
Sevier	82,360	25,887	4,368	14,299	1,079	18,427	1,656
Sharp	75,357	39,775	2,903	11,353	1,724	8,890	709
Stone	40,545	15,621	2,358	1,298	796	13,545	349
Union	377,824	89,258	15,943	34,875	14,781	89,695	14,815
Van Buren	67,141	23,290	2,627	5,606	4,991	8,604	2,536
White	373,326	83,547	21,880	53,489	11,585	107,140	10,216
Woodruff	35,728	10,206	606	3,310	1,194	8,199	2,721
Yell	65,935	20,307	3,442	12,902	757	16,310	4,102
TOTAL METRO COUNTIES	**7,856,201**	**1,456,761**	**618,187**	**1,191,949**	**287,048**	**1,851,138**	**197,212**
TOTAL STATE	**15,583,945**	**3,280,575**	**1,124,173**	**2,282,135**	**567,396**	**3,838,975**	**474,685**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FAYETTEVILLE-SPRINGDALE	**1,432,692**	**25,797**	**21.8**	**30.4**	**17.1**	**15.1**	**.0453**
Washington	1,432,692	25,797	21.8	30.4	17.1	15.1	.0453
• Fayetteville	551,597	23,865	22.4	25.8	14.6	17.2	.0200
• Springdale	388,244	27,861	20.8	34.2	20.3	14.1	.0143
SUBURBAN TOTAL	492,851	25,948	21.9	32.2	17.5	13.5	.0110
FORT SMITH	**2,097,267**	**24,764**	**22.4**	**29.6**	**16.9**	**14.0**	**.0642**
Crawford	467,430	24,513	23.6	31.4	16.5	12.7	.0131
Sebastian	1,309,872	26,532	21.2	29.7	17.7	16.3	.0415
• Fort Smith	999,410	26,329	21.2	28.7	16.7	17.4	.0347
Sequoyah, Okla.	*319,965*	*19,839*	*25.2*	*26.6*	*14.7*	*8.3*	*.0096*
SUBURBAN TOTAL	1,097,857	23,703	23.4	30.4	17.0	11.1	.0395
LITTLE ROCK-NORTH LITTLE ROCK	**7,216,035**	**29,900**	**18.0**	**27.1**	**19.5**	**22.0**	**.2864**

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Faulkner	733,078	27,838	19.5	29.5	19.4	17.4	.0205
Lonoke	447,235	26,646	20.5	28.1	19.6	16.0	.0118
Pulaski	5,217,004	30,565	17.5	26.3	18.9	24.0	.1534
• Jacksonville	337,630	28,730	19.0	31.3	21.9	17.1	.0109
• Little Rock	2,896,713	30,581	17.9	25.7	17.8	25.3	.0862
• North Little Rock	842,933	27,592	18.6	26.6	17.3	20.5	.0304
Saline	818,708	30,458	17.7	29.7	22.8	18.6	.0207
SUBURBAN TOTAL	3,138,749	30,211	17.9	28.0	21.2	20.3	.0789
PINE BLUFF	**905,271**	**23,927**	**20.1**	**24.9**	**16.1**	**16.2**	**.0281**
Jefferson	905,271	23,927	20.1	24.9	16.1	16.2	.0281
• Pine Bluff	589,176	21,607	21.4	23.9	14.2	14.8	.0212
SUBURBAN TOTAL	316,095	29,146	17.2	26.6	20.8	19.5	.0069

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METRO & COUNTY TOTALS

ARK. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
TEXARKANA	**1,446,166**	**25,645**	**20.5**	**25.1**	**17.3**	**17.8**	**.0442**
Miller	407,038	22,645	23.0	24.0	16.0	14.4	.0122
• Texarkana	250,589	21,286	24.0	22.3	15.0	14.7	.0087
Bowie, Tex.	*1,039,128*	*26,936*	*19.2*	*25.9*	*17.9*	*19.3*	*.0320*
• Texarkana	*402,238*	*24,287*	*20.6*	*24.3*	*16.3*	*17.5*	*.0165*
SUBURBAN TOTAL	793,339	27,637	19.1	26.7	18.7	19.0	.0190
OTHER COUNTIES							
Arkansas	253,001	22,189	23.7	26.4	15.7	13.0	.0071
Ashley	246,024	22,783	23.4	25.5	16.2	14.0	.0070
Baxter	379,448	21,943	28.6	32.3	12.8	10.2	.0113
Benton	1,383,502	29,619	19.1	30.6	21.3	18.7	.0371
Boone	322,282	23,771	23.5	30.4	17.1	11.4	.0106
Bradley	113,202	19,775	24.8	24.0	13.5	12.0	.0032
Calhoun	61,110	24,385	19.7	32.5	16.7	10.9	.0014
Carroll	214,656	23,650	25.7	31.5	16.9	9.5	.0068
Chicot	127,789	16,107	24.9	21.6	10.0	10.1	.0039
Clark	202,561	20,450	23.5	25.8	13.5	11.5	.0071
Clay	180,511	19,143	26.8	28.7	12.0	7.1	.0053
Cleburne	216,776	22,183	25.7	32.7	13.3	9.2	.0062
Cleveland	75,686	21,486	23.8	25.3	16.9	10.7	.0018
Columbia	263,505	21,340	22.6	25.7	13.6	13.6	.0079
Conway	192,946	23,057	23.6	29.0	16.5	10.8	.0059
Craighead	860,020	25,316	20.9	28.5	16.9	15.6	.0265
Jonesboro	630,014	26,270	20.2	27.0	17.6	17.8	.0209
☐ Crittenden	529,021	24,791	20.5	25.1	18.5	15.3	.0177
• West Memphis	319,390	26,435	20.0	24.4	19.8	16.9	.0121
Cross	176,029	20,823	24.5	27.3	14.3	10.4	.0053
Dallas	93,455	20,102	25.2	27.2	11.6	11.4	.0029
Desha	151,139	18,702	23.3	21.6	12.0	13.7	.0047
Drew	177,385	22,451	23.4	27.2	14.3	13.7	.0054
Franklin	151,030	22,106	23.7	29.5	14.2	11.5	.0041
Fulton	93,645	17,677	29.3	26.4	11.2	6.2	.0025
Garland	968,969	23,475	23.9	27.0	15.9	14.1	.0294
Grant	169,699	28,636	18.5	25.5	20.0	19.8	.0041
Greene	342,556	22,852	24.3	30.2	16.0	10.2	.0100
Hempstead	211,298	20,607	26.8	27.5	14.4	9.3	.0062
Hot Spring	249,618	21,056	24.0	30.2	13.6	8.8	.0074
Howard	142,878	24,135	22.2	28.8	17.3	12.1	.0040
Independence	362,645	24,177	22.9	27.6	16.8	14.6	.0105
Izard	123,434	21,485	26.9	32.1	13.4	8.1	.0034
Jackson	189,987	20,000	24.3	25.8	13.5	10.7	.0056
Johnson	188,211	21,337	27.2	29.2	14.7	9.2	.0058
Lafayette	78,967	15,807	25.7	21.8	10.0	9.2	.0023
Lawrence	150,305	17,428	26.9	26.5	11.6	6.1	.0049
Lee	88,624	13,833	30.7	19.6	7.1	6.1	.0027
Lincoln	118,163	20,949	22.0	26.1	15.2	10.6	.0030
Little River	170,462	27,474	19.9	22.7	17.1	22.5	.0044
Logan	187,044	21,385	25.4	31.8	14.8	6.8	.0057
Madison	111,472	21,279	26.4	31.5	14.1	7.8	.0031
Marion	127,940	20,690	28.8	30.6	13.2	8.0	.0032
Mississippi	567,634	22,329	22.8	27.4	15.3	12.4	.0169
Monroe	90,733	16,373	26.1	23.1	10.9	7.4	.0032
Montgomery	71,338	18,814	30.0	29.5	9.9	6.9	.0020
Nevada	111,373	22,560	23.2	27.8	13.2	14.6	.0029
Newton	60,128	17,654	29.2	26.8	11.5	4.9	.0015
Ouachita	315,793	22,275	23.1	25.4	16.4	12.4	.0099
Perry	84,931	22,170	28.2	29.9	13.2	11.7	.0022
Phillips	198,296	14,901	26.2	21.9	9.3	6.8	.0072
Pike	105,412	22,535	23.1	30.8	14.3	10.4	.0030
Poinsett	238,676	19,848	25.9	26.1	13.5	10.1	.0068
Polk	180,563	21,607	25.6	30.2	13.5	10.1	.0054
Pope	586,475	27,597	20.7	27.4	17.9	19.2	.0175
Prairie	85,362	18,879	27.1	28.7	11.8	6.7	.0026
Randolph	138,901	17,564	28.3	27.8	9.5	6.3	.0045
St. Francis	228,164	17,959	24.3	24.3	12.7	8.6	.0077
Scott	99,513	20,184	27.6	29.3	13.3	7.8	.0028
Searcy	62,571	15,853	30.3	26.7	8.0	4.3	.0019
Sevier	135,601	22,029	25.4	29.1	15.6	10.0	.0042
Sharp	135,025	19,068	30.1	29.8	11.1	6.3	.0042
Stone	87,565	18,579	29.3	28.9	11.4	5.8	.0027
Union	552,382	24,726	21.0	24.9	17.7	16.0	.0173
Van Buren	139,208	20,361	27.4	30.0	12.7	8.2	.0040
White	617,964	23,405	23.3	27.1	15.9	14.0	.0188
Woodruff	73,929	15,914	27.3	25.1	7.4	7.7	.0022
Yell	187,128	22,111	24.3	31.6	14.0	9.4	.0051
TOTAL METRO COUNTIES	**12,267,249**	**27,722**	**19.6**	**27.6**	**18.4**	**19.8**	**.3643**
TOTAL STATE	**27,240,088**	**24,277**	**22.3**	**27.8**	**16.3**	**14.8**	**.8106**

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California

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ANAHEIM–SANTA ANA	**2,510.6**	**.9899**	**31.7**	**12.2**	**19.3**	**22.4**	**21.3**	**852.1**	**20,628,144**	**3,527,474**	**2,743,687**	**2,386,615**	**1,295,860**	**4,285,023**	**828,674**
Orange	2,510.6	.9899	31.7	12.2	19.3	22.4	21.3	852.1	20,628,144	3,527,474	2,743,687	2,386,615	1,295,860	4,285,023	828,674
• Anaheim	277.5	.1094	30.3	12.9	20.3	20.4	20.1	90.3	2,116,054	401,302	350,579	137,638	181,655	396,806	91,585
Buena Park	71.6	.0282	30.9	11.4	19.7	20.4	21.5	22.9	741,410	111,887	77,949	94,063	22,717	211,675	39,238
Costa Mesa	100.4	.0396	31.5	13.5	25.4	21.6	19.6	38.6	1,893,504	156,714	178,565	317,382	116,468	386,206	31,686
Cypress	44.5	.0175	33.3	10.7	16.7	23.6	23.6	14.7	244,864	44,182	39,948	28,753	9,354	50,506	12,841
Fountain Valley	55.9	.0220	35.0	11.7	14.4	26.6	23.4	17.9	406,865	98,964	56,816	10,582	43,985	10,646	43,534
Fullerton	118.9	.0469	32.0	13.8	18.8	20.7	23.7	42.1	1,106,527	152,390	133,894	260,126	56,447	224,667	48,276
Garden Grove	149.0	.0587	30.8	11.7	20.0	20.3	21.3	45.9	1,117,683	247,518	132,074	98,848	61,739	314,831	44,802
Huntington Beach	189.1	.0746	33.2	12.0	20.4	24.4	21.9	70.9	1,483,100	260,751	188,938	166,388	117,800	331,304	58,004
Irvine	114.9	.0453	31.5	13.5	18.3	27.7	15.8	41.4	1,025,184	160,909	138,595	36,200	57,433	455,234	33,612
Laguna Niguel	46.2	.0182	33.6	8.2	20.5	28.7	18.4	17.6	223,128	38,842	16,463	169	10,978	44,090	11,092
La Habra	53.4	.0211	31.4	12.0	19.3	19.4	23.7	18.7	398,404	96,102	48,093	52,561	34,408	58,395	23,174
Mission Viejo	75.8	.0299	33.5	8.2	16.4	28.5	19.0	25.9	539,235	94,052	64,219	62,297	39,963	69,903	32,135
Newport Beach	69.4	.0274	39.7	9.9	18.7	24.6	33.3	31.8	1,129,498	145,414	232,421	111,610	34,345	334,420	35,583
Orange	115.2	.0454	31.8	12.3	19.1	22.2	21.6	37.9	1,410,956	176,504	180,903	181,641	88,152	294,480	42,306
Placentia	43.0	.0170	31.5	13.1	16.7	23.0	21.2	13.8	201,766	33,153	23,938	834	10,101	51,250	12,030
San Clemente	42.8	.0169	34.8	9.7	19.1	23.4	26.2	17.2	235,723	65,458	41,762	14,321	7,524	33,193	15,235
• Santa Ana	305.9	.1206	26.1	16.6	21.6	17.2	13.6	73.7	2,070,528	341,546	243,716	357,618	131,959	421,069	78,210
Tustin	52.7	.0208	29.8	14.7	22.8	20.2	17.9	18.8	442,813	104,385	72,061	12,917	24,245	67,037	26,265
Westminster	81.3	.0321	31.6	12.1	18.6	20.2	23.5	25.8	878,960	177,892	69,763	145,672	49,535	224,116	23,506
Yorba Linda	54.6	.0215	32.4	8.4	15.6	29.7	16.3	17.3	172,869	63,675	22,463	395	3,559	35,095	8,029
SUBURBAN TOTAL	1,927.2	.7599	33.0	11.3	19.0	23.4	22.7	688.1	16,441,562	2,784,626	2,149,392	1,891,359	982,246	3,467,140	658,879
BAKERSFIELD	**581.5**	**.2293**	**29.8**	**9.7**	**17.7**	**20.0**	**20.9**	**193.3**	**3,524,939**	**692,911**	**382,008**	**358,113**	**185,690**	**665,889**	**250,859**
Kern	581.5	.2293	29.8	9.7	17.7	20.0	20.9	193.3	3,524,939	692,911	382,008	358,113	185,690	665,889	250,859
• Bakersfield	187.1	.0738	29.7	10.1	18.6	21.0	19.2	66.4	2,003,374	283,910	209,630	292,364	140,494	477,412	125,956
SUBURBAN TOTAL	394.4	.1555	29.9	9.5	17.1	19.5	21.7	126.9	1,521,565	409,001	172,378	65,749	45,196	188,477	124,903
CHICO	**190.1**	**.0749**	**34.2**	**13.3**	**14.0**	**19.4**	**29.5**	**74.8**	**1,139,717**	**254,285**	**125,090**	**121,204**	**83,893**	**179,264**	**90,989**
Butte	190.1	.0749	34.2	13.3	14.0	19.4	29.5	74.8	1,139,717	254,285	125,090	121,204	83,893	179,264	90,989
• Chico	41.9	.0165	24.7	32.3	17.7	15.6	15.3	16.2	507,037	94,825	62,047	28,871	46,365	91,403	45,867
SUBURBAN TOTAL	148.2	.0584	37.7	8.0	12.8	20.4	33.6	58.6	632,680	159,460	63,043	92,333	37,528	87,861	45,122
FRESNO	**709.4**	**.2797**	**29.5**	**10.9**	**16.5**	**19.7**	**21.2**	**233.7**	**4,370,916**	**836,047**	**508,919**	**419,721**	**259,851**	**933,230**	**256,507**
Fresno	709.4	.2797	29.5	10.9	16.5	19.7	21.2	233.7	4,370,916	836,047	508,919	419,721	259,851	933,230	256,507
Clovis	53.5	.0211	29.4	10.3	19.4	22.6	16.7	19.3	456,607	101,320	43,071	1,779	15,352	157,106	28,768
• Fresno	376.5	.1484	28.6	11.6	17.2	19.1	19.9	128.7	3,017,938	465,112	358,301	391,083	219,604	571,480	173,622
SUBURBAN TOTAL	332.9	.1313	30.6	10.1	15.5	20.3	22.9	105.0	1,352,978	370,935	150,618	28,638	40,247	361,750	82,885
LOS ANGELES–LONG BEACH	**9,087.0**	**3.5828**	**30.9**	**12.6**	**19.2**	**21.0**	**21.2**	**3,049.0**	**64,813,335**	**12,745,608**	**8,524,056**	**6,439,334**	**4,270,097**	**11,743,787**	**2,783,473**
Los Angeles	9,087.0	3.5828	30.9	12.0	19.2	21.0	21.2	3,049.0	64,813,335	12,745,608	8,524,056	6,439,334	4,270,097	11,743,787	2,783,473
Alhambra	84.2	.0332	32.3	12.0	20.3	20.3	24.2	28.8	781,430	128,123	78,844	106,008	38,586	302,283	20,671
Arcadia	49.5	.0195	39.0	9.0	12.8	24.0	32.4	18.7	545,616	113,298	78,147	112,221	22,664	42,450	32,315
Azusa	42.4	.0167	27.2	16.1	21.0	17.2	16.4	12.9	331,677	43,430	25,664	82,410	6,652	38,585	47,928
Baldwin Park	71.0	.0280	25.6	13.3	18.1	18.7	14.2	16.9	194,920	68,686	25,189	14,317	6,034	29,010	6,817
Bellflower	63.3	.0250	31.1	11.2	20.2	20.1	22.1	23.4	394,320	63,664	51,979	13,110	29,072	104,091	26,883
Bell Gardens	43.4	.0171	22.4	14.7	18.3	16.0	10.2	9.4	102,698	36,385	7,406	10,092	1,822	11,641	2,944
• Burbank	95.9	.0378	35.1	10.0	19.6	22.6	27.5	40.0	910,400	177,359	138,547	175,767	52,424	91,298	50,749
Carson	86.1	.0339	31.6	11.8	16.1	21.6	22.9	24.3	679,236	115,765	57,275	73,088	54,699	198,981	17,327
Cerritos	54.6	.0215	34.4	11.2	11.7	29.3	19.9	15.3	1,364,449	88,632	83,269	270,282	57,654	569,957	13,639
Compton	92.7	.0365	24.9	13.0	17.5	16.5	15.8	22.8	231,429	69,690	25,897	18,236	2,658	40,775	22,985
Covina	44.3	.0175	32.4	11.0	18.2	21.3	23.9	15.8	649,653	156,677	68,362	90,584	25,523	147,670	29,123
Diamond Bar	55.0	.0217	31.9	9.7	16.8	29.3	15.4	17.2	207,805	56,948	41,878	17,803	5,629	6,781	10,638
Downey	93.7	.0369	33.4	10.7	17.2	20.2	27.1	33.6	1,109,942	141,974	106,616	92,806	39,378	489,643	39,230
El Monte	108.9	.0429	25.6	14.4	19.0	17.1	14.9	26.6	782,282	119,535	50,471	45,013	22,335	357,619	29,719
Gardena	51.1	.0201	33.1	10.6	19.5	21.1	25.2	18.5	535,031	125,945	56,333	35,125	21,932	129,590	26,877
Glendale	184.6	.0728	34.6	9.8	18.8	22.6	26.7	69.9	1,710,516	274,976	198,888	189,621	104,339	421,753	51,810
Glendora	49.0	.0193	33.9	8.9	16.1	23.0	25.3	16.6	461,078	84,516	40,031	8,992	17,762	210,610	24,274
Hawthorne	73.2	.0289	29.8	13.2	23.2	20.2	17.7	27.7	485,224	127,312	50,455	58,065	20,085	54,173	36,290
Huntington Park	57.4	.0226	24.7	15.6	19.4	16.7	13.2	14.2	302,108	47,634	25,749	7,923	33,228	55,039	19,487
Inglewood	112.4	.0443	28.6	12.3	19.9	20.8	16.4	36.8	678,331	123,102	68,177	118,705	30,916	143,855	35,819
Lakewood	75.4	.0297	34.0	8.7	18.0	22.4	25.9	26.6	794,640	144,720	105,700	143,787	64,419	104,049	34,740
La Mirada	41.4	.0163	33.6	12.1	15.6	20.2	27.6	13.0	252,580	71,698	33,867	12,709	15,242	19,687	25,451
Lancaster	99.7	.0393	29.5	10.1	21.0	20.2	18.3	33.6	784,755	154,727	65,018	104,901	47,071	179,358	47,829
• Long Beach	440.3	.1736	30.4	13.0	20.4	20.0	20.7	162.0	2,606,693	586,897	417,788	164,045	102,691	538,125	120,244
• Los Angeles	3,573.4	1.4089	31.0	12.9	19.9	20.8	21.2	1,241.2	23,739,812	4,740,187	3,425,537	1,992,198	1,728,780	3,355,624	1,040,231
Lynwood	63.5	.0250	24.0	13.9	18.4	17.6	12.0	14.4	160,968	72,989	16,432	13,967	5,587	3,851	14,882
Montebello	61.1	.0241	30.8	12.1	17.6	18.0	24.7	18.9	517,450	120,674	60,754	67,380	34,739	46,883	28,160
Monterey Park	62.2	.0245	34.3	11.1	17.2	19.9	29.0	19.8	355,792	116,788	61,517	11,120	18,700	42,971	28,476
Norwalk	96.7	.0381	29.4	11.6	18.5	19.4	20.2	26.9	717,356	144,964	63,687	131,931	19,476	162,093	19,772
Palmdale	70.6	.0278	27.4	8.7	23.2	20.1	12.2	22.4	272,989	100,818	36,283	19,088	12,724	14,503	16,827
Paramount	48.8	.0192	25.5	13.4	19.1	17.3	14.6	13.2	201,877	77,778	20,107	9,357	17,785	16,642	6,846
• Pasadena	134.9	.0532	33.0	11.2	20.5	21.3	24.6	51.2	1,554,109	222,798	212,889	262,191	100,992	374,275	49,901
Pico Rivera	60.7	.0239	29.3	12.4	16.4	18.7	22.5	16.3	194,979	67,748	34,859	27,528	4,913	4,312	11,945
• Pomona	135.1	.0533	26.8	13.1	19.7	18.5	15.4	37.2	699,460	152,254	93,667	82,151	18,774	145,006	29,622
Rancho Palos Verdes	42.7	.0168	41.8	7.5	10.2	25.8	35.0	15.2	76,081	30,750	13,803	284	2,339	4,687	1,209

CAL. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Redondo Beach	61.7	.0243	33.3	9.5	28.7	26.4	18.9	27.2	585,197	125,962	93,960	54,966	43,286	11,801	18,077
Rosemead	52.9	.0209	28.9	12.3	17.6	19.3	20.0	13.9	259,334	50,691	37,830	32,846	16,408	19,255	13,283
Santa Clarita	113.4	.0447	30.9	10.1	19.5	25.6	16.4	39.2	1,010,215	253,905	108,495	77,367	40,366	266,549	56,148
Santa Monica	89.1	.0351	38.5	7.0	21.8	27.4	29.8	45.8	1,499,707	166,708	245,176	111,827	118,327	376,435	60,765
South Gate	88.5	.0349	25.6	13.8	18.1	17.7	15.4	22.9	617,157	122,005	38,102	63,934	7,282	286,172	17,675
Torrance	136.5	.0538	36.0	9.0	18.6	24.0	27.7	53.6	2,455,941	355,743	231,170	364,628	988,809	483,350	72,622
West Covina	98.5	.0388	31.2	11.2	17.4	22.1	21.3	30.6	964,056	185,153	91,206	120,082	53,321	278,092	42,719
Whittier	79.6	.0314	32.3	11.0	17.6	19.5	25.8	28.2	702,315	114,245	65,214	69,292	39,397	211,154	31,946
SUBURBAN TOTAL	4,707.4	1.8560	30.9	11.3	18.4	21.4	21.1	1,517.4	35,302,861	6,866,113	4,235,628	3,762,982	2,266,436	7,239,459	1,492,726
LOS ANGELES–ANAHEIM–RIVERSIDE CONSOLIDATED AREA	***15,109.6***	***5.9575***	***31.0***	***11.6***	***18.8***	***21.2***	***21.3***	***5,064.4***	***107,630,943***	***20,828,034***	***13,449,561***	***11,713,970***	***6,630,125***	***20,206,318***	***4,578,411***
MERCED	**186.7**	**.0736**	**28.0**	**10.5**	**16.7**	**18.3**	**20.0**	**97.5**	**864,597**	**236,969**	**80,422**	**79,168**	**41,503**	**142,017**	**65,219**
Merced	186.7	.0736	28.0	10.5	16.7	18.3	20.0	97.5	864,597	236,969	80,422	79,168	41,503	142,017	65,219
• Merced	58.8	.0232	27.3	11.0	17.5	17.8	18.6	18.9	532,031	131,518	38,364	66,899	31,206	110,597	39,957
SUBURBAN TOTAL	127.9	.0504	28.4	10.2	16.4	18.6	20.6	38.6	332,566	105,451	42,058	12,269	10,296	31,420	25,262

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METRO & COUNTY TOTALS

CAL. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
MODESTO	**394.6**	**.1556**	**30.7**	**9.5**	**16.9**	**20.6**	**22.2**	**132.9**	**2,543,335**	**585,478**	**253,344**	**281,629**	**155,210**	**441,693**	**241,019**
Stanislaus	394.6	.1556	30.7	9.5	16.9	20.6	22.2	132.9	2,543,335	585,478	253,344	281,629	155,210	441,693	241,019
● Modesto	175.4	.0692	31.0	9.2	17.5	21.6	21.3	61.3	1,569,482	327,897	156,632	236,696	110,428	256,577	138,195
● Turlock	45.0	.0177	30.5	10.7	17.7	19.3	22.7	15.5	336,082	91,946	35,954	27,498	17,720	49,899	38,697
SUBURBAN TOTAL	174.2	.0687	30.5	9.5	16.3	19.8	22.8	56.1	637,771	165,635	60,758	17,435	27,062	135,217	64,127
OAKLAND	**2,149.1**	**.8474**	**33.5**	**10.1**	**18.1**	**24.5**	**23.0**	**800.4**	**16,032,480**	**3,261,304**	**1,931,184**	**1,630,957**	**1,036,683**	**2,885,563**	**1,001,347**
Alameda	1,311.9	.5173	32.9	10.9	19.0	23.7	22.4	488.3	9,985,114	1,967,017	1,257,925	1,007,758	693,815	1,897,611	594,244
Alameda	78.4	.0309	33.5	13.2	19.7	23.6	23.4	29.6	551,595	125,223	93,598	213,625	39,444	108,835	50,481
● Berkeley	105.3	.0415	32.4	21.9	18.4	24.1	21.1	44.2	1,011,583	181,280	158,078	60,718	86,238	125,504	36,272
Fremont	177.7	.0701	31.9	9.3	21.2	24.8	18.6	61.3	1,347,993	264,595	145,961	71,605	103,720	383,101	69,888
Hayward	114.4	.0451	31.9	11.0	19.9	20.9	23.0	40.8	1,186,211	186,632	114,510	231,220	75,373	332,306	63,375
● Livermore	58.2	.0229	31.8	9.2	19.6	24.8	18.9	21.0	364,348	93,045	39,286	18,608	15,211	74,347	30,421
● Oakland	381.8	.1505	32.9	10.3	18.3	23.3	22.9	147.1	2,173,947	461,696	351,027	116,302	136,604	376,247	170,049
Pleasanton	51.8	.0204	33.6	9.1	17.4	30.1	17.5	18.8	434,054	107,754	59,053	43,579	13,565	82,872	22,821
San Leandro	70.0	.0276	38.4	8.4	17.1	20.8	34.4	29.6	898,872	192,483	90,916	154,123	63,975	116,817	64,297
Union City	55.1	.0217	30.5	10.5	17.6	24.3	17.9	16.0	124,629	56,695	18,239		4,560	12,803	4,735
Contra Costa	837.2	.3301	34.5	8.7	16.9	25.1	24.0	312.1	6,047,366	1,294,287	673,259	623,199	342,868	987,952	407,103
Antioch	64.8	.0255	30.2	9.1	18.8	23.6	17.5	22.3	379,593	101,587	43,045	56,180	9,262	68,359	27,858
Concord	116.0	.0457	32.9	9.9	19.3	23.9	22.1	43.6	1,429,016	231,554	128,540	212,818	128,212	328,181	63,686
Pittsburg	49.5	.0195	29.2	10.2	20.2	21.0	17.2	16.3	199,981	59,345	20,193	3,426	5,189	43,963	20,501
Richmond	91.1	.0359	32.7	9.9	17.5	22.5	23.4	34.0	581,652	89,986	40,125	148,429	28,806	115,031	15,930
Walnut Creek	63.1	.0249	42.4	7.2	14.8	22.8	38.7	29.4	1,024,111	135,428	101,317	40,362	31,589	292,270	63,924
SUBURBAN TOTAL	1,603.8	.6325	33.8	9.2	18.1	24.5	23.3	588.1	12,482,602	2,525,283	1,382,793	1,435,329	798,630	2,309,465	764,605
OXNARD-VENTURA	**688.3**	**.2714**	**31.9**	**10.4**	**17.3**	**23.2**	**21.4**	**221.8**	**5,313,922**	**950,071**	**537,365**	**702,968**	**279,986**	**1,164,280**	**248,973**
Ventura	688.3	.2714	31.9	10.4	17.3	23.2	21.4	221.8	5,313,922	950,071	537,365	702,968	279,986	1,164,280	248,973
Camarillo	53.8	.0212	36.5	7.9	15.1	22.8	29.7	18.5	395,175	77,455	46,187	32,972	9,268	19,875	31,349
● Oxnard	146.3	.0577	28.6	12.3	18.4	19.3	18.9	40.1	931,042	169,272	109,089	126,414	54,145	224,454	37,860
Simi Valley	103.1	.0406	31.0	10.5	18.3	26.0	16.8	32.7	676,906	167,332	76,852	73,309	35,156	114,399	35,616
Thousand Oaks	107.4	.0423	35.0	10.0	15.0	27.2	23.0	37.2	1,237,518	150,194	111,710	192,229	69,121	381,112	64,480
● Ventura	95.3	.0376	34.0	9.5	18.6	23.4	24.8	36.1	1,269,103	179,579	117,390	144,288	94,230	369,058	46,005
SUBURBAN TOTAL	446.7	.1761	32.6	9.9	16.8	24.5	21.5	145.6	3,113,777	601,220	310,886	432,266	131,611	570,768	165,108
REDDING	**156.4**	**.0617**	**35.3**	**7.7**	**14.2**	**22.4**	**28.0**	**59.6**	**1,125,579**	**281,333**	**109,224**	**97,826**	**55,599**	**199,604**	**81,106**
Shasta	156.4	.0617	35.3	7.7	14.2	22.4	28.0	59.6	1,125,579	281,333	109,224	97,826	55,599	199,604	81,106
● Redding	70.7	.0279	33.9	8.9	15.9	21.2	26.9	27.8	870,643	175,572	86,564	94,041	51,120	182,415	61,825
SUBURBAN TOTAL	85.7	.0338	36.4	6.7	12.9	23.7	28.7	31.8	254,936	105,761	22,660	3,785	4,479	16,189	19,281
RIVERSIDE-SAN BERNARDINO	**2,823.7**	**1.1134**	**30.4**	**10.1**	**18.1**	**20.1**	**21.6**	**941.5**	**16,875,541**	**3,604,871**	**1,866,473**	**2,185,053**	**774,182**	**3,015,238**	**717,391**
Riverside	1,290.0	.5087	31.7	9.5	17.5	19.5	24.7	441.3	7,572,457	1,701,591	885,742	728,804	358,306	1,396,119	331,659
Corona	83.9	.0331	28.4	11.3	20.7	21.6	14.8	26.2	642,817	116,062	65,345	48,664	17,489	223,076	22,417
Moreno Valley	131.0	.0517	27.0	8.5	20.7	21.8	11.6	38.3	152,583	34,863	19,093	3,818	11,298	5,210	15,485
● Palm Springs	44.2	.0174	44.0	7.6	13.9	19.1	42.8	20.3	625,575	116,721	103,451	50,772	23,893	112,605	31,843
● Riverside	249.7	.0985	29.1	12.9	18.7	20.0	19.0	82.7	2,251,284	351,565	221,713	304,432	147,148	563,812	66,584

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RIVERSIDE COUNTY

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* NDM: Newspaper Designated Market.

Source: California Department of Finance E-1 Reports 1981 and 1991. Audit Bureau of Circulations, March 31, 1991. Sales & Marketing Management's 1991 Survey of Buying Power. Audit Bureau of Circulations FAS-FAX March 31, 1992.

Circle No. 133 on Reader Service Card

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
San Bernardino	1,533.7	.6047	29.4	10.5	18.4	20.6	19.1	500.2	9,303,084	1,903,280	978,731	1,456,249	415,876	1,619,109	385,600
Apple Valley	49.8	.0196	30.8	8.3	16.3	21.2	22.0	16.8	92,457	25,692	9,023	1,391	660	4,410	10,266
Chino	64.6	.0255	28.5	14.1	20.7	23.3	13.3	16.8	392,060	88,111	44,108	85,398	11,060	59,014	19,359
Colton	43.5	.0172	27.2	12.2	21.8	17.9	15.2	14.5	476,170	74,622	35,203	149,810	8,398	92,670	13,721
Fontana	94.7	.0373	26.4	10.5	21.4	19.0	12.7	28.4	480,784	131,380	53,759	51,833	10,319	100,844	27,081
Hesperia	54.5	.0215	30.2	8.2	16.1	20.1	22.2	17.8	224,104	80,505	23,261	15,717	8,614	12,006	15,009
Ontario	144.0	.0568	27.3	12.0	20.1	19.8	14.8	43.3	988,132	203,163	105,728	122,253	17,242	259,047	35,961
Rancho Cucamonga	109.6	.0432	29.4	9.5	19.6	25.2	13.7	36.1	326,748	93,146	60,345	33,004	9,982	15,330	18,460
Redlands	65.3	.0257	32.6	10.5	16.3	22.7	23.3	23.7	567,305	104,154	64,231	70,743	24,098	167,710	33,406
Rialto	78.2	.0308	27.6	9.4	17.8	20.4	16.3	23.5	261,879	102,619	30,421	23,131	3,129	10,492	16,508
● San Bernardino	177.5	.0700	28.4	11.5	18.9	17.8	19.8	58.5	1,840,065	262,007	192,574	428,476	126,562	297,715	56,554
Upland	68.5	.0270	32.7	10.2	16.7	24.1	22.0	24.8	564,705	114,151	60,560	54,417	23,813	135,665	37,090
Victorville	44.0	.0173	29.7	9.6	19.0	17.8	22.2	15.3	591,633	106,817	56,216	100,664	42,241	123,284	21,727
SUBURBAN TOTAL	2,352.3	.9275	30.5	9.7	17.9	20.3	21.7	780.0	12,158,617	2,874,578	1,346,735	1,401,373	476,579	2,040,896	562,310
SACRAMENTO	**1,564.8**	**.6189**	**33.5**	**10.2**	**17.8**	**22.6**	**23.0**	**588.7**	**11,512,164**	**2,333,884**	**1,372,471**	**1,200,091**	**650,990**	**2,523,300**	**576,350**
El Dorado	136.6	.0539	35.6	6.5	15.7	26.0	25.2	50.7	771,293	221,112	96,785	20,725	37,565	120,032	58,367
Placer	186.4	.0735	35.5	7.4	15.3	25.8	25.2	69.2	1,580,019	324,055	171,909	54,010	58,126	501,181	77,990
● Roseville	48.2	.0190	33.5	7.7	17.4	24.8	22.7	17.9	722,532	101,251	49,535	28,834	14,226	332,668	26,154
Sacramento	1,093.8	.4332	32.1	10.0	16.7	21.9	22.8	415.5	8,301,894	1,550,395	1,007,841	1,068,537	532,392	1,745,773	375,893
● Sacramento	389.8	.1537	32.1	10.3	18.7	21.1	23.5	152.0	2,945,623	605,667	419,934	416,703	126,780	531,167	140,745
Yolo	148.0	.0583	29.3	18.1	17.2	20.0	20.3	53.3	858,958	238,322	95,936	56,819	22,907	156,314	64,100
● Davis	48.5	.0191	25.8	31.6	17.7	19.4	14.3	18.7	288,214	85,141	36,532	223	5,512	71,863	22,948
● Woodland	41.8	.0165	31.5	9.2	17.2	21.5	22.5	14.8	358,173	81,975	27,649	49,961	10,983	69,703	27,443
SUBURBAN TOTAL	1,041.5	.4106	33.0	9.3	17.6	23.2	23.3	385.3	7,197,622	1,459,850	838,821	704,370	493,489	1,517,899	359,060
SALINAS-SEASIDE-MONTEREY	**367.4**	**.1448**	**29.9**	**12.8**	**18.9**	**20.1**	**20.3**	**115.9**	**2,334,631**	**426,738**	**337,408**	**237,295**	**129,941**	**382,298**	**145,387**
Monterey	367.4	.1448	29.9	12.8	18.9	20.1	20.3	115.9	2,334,631	426,738	337,408	237,295	129,941	382,298	145,387
● Monterey	33.0	.0130	32.1	14.8	23.4	19.6	23.6	12.9	479,710	104,659	99,570	71,560	30,028	32,428	28,994
● Salinas	112.4	.0443	27.9	11.9	19.1	18.6	17.9	34.2	938,817	177,020	90,822	125,511	59,966	165,745	71,097
● Seaside	40.2	.0158	25.4	21.7	21.0	16.6	13.2	10.9	290,156	14,246	25,411	9,227	7,360	167,621	2,549
SUBURBAN TOTAL	181.8	.0717	32.0	10.9	17.4	21.8	22.9	57.9	625,948	130,813	121,605	30,997	22,587	16,504	42,747

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ADULT POPULATION UP 49%

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ABC Newspaper Publishers Statement for three months ending 3/31/92.

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POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
SAN DIEGO	**2,604.4**	**1.0268**	**31.3**	**13.1**	**19.2**	**20.9**	**22.0**	**920.6**	**18,711,578**	**3,509,674**	**2,335,486**	**2,212,008**	**1,244,208**	**3,652,912**	**812,587**
San Diego	2,604.4	1.0268	31.3	13.1	19.2	20.9	22.0	920.6	18,711,578	3,509,674	2,335,486	2,212,008	1,244,208	3,652,912	812,587
Carlsbad	65.8	.0259	35.6	8.7	18.3	25.3	25.8	25.9	806,466	114,819	63,227	117,874	35,716	310,488	21,811
Chula Vista	140.9	.0556	31.8	11.3	18.1	19.8	24.3	49.6	859,781	170,197	97,656	201,364	71,046	73,603	52,530
El Cajon	92.5	.0365	30.4	12.5	19.8	19.1	21.8	34.0	1,329,910	248,449	115,140	139,226	66,896	356,426	59,041
Encinitas	57.7	.0227	33.9	9.6	19.7	28.9	18.9	21.5	435,119	104,739	60,976	20,966	30,179	87,015	29,400
● Escondido	113.3	.0447	31.2	11.0	19.4	19.4	23.3	40.7	1,577,731	192,249	107,109	217,534	65,569	526,561	49,184
La Mesa	55.2	.0218	35.5	11.9	19.7	19.8	30.9	24.0	877,498	137,809	81,633	113,800	55,287	275,062	20,378
National City	56.6	.0223	26.5	18.8	18.7	15.6	18.6	15.3	949,685	107,652	71,628	157,006	35,850	395,499	32,741
Oceanside	133.8	.0528	31.1	11.3	19.9	17.8	24.4	48.4	635,071	164,927	90,650	64,691	52,101	62,884	37,489
Poway	45.3	.0179	32.7	8.2	15.1	28.0	18.5	14.3	96,196	12,830	3,805	18,632	1,947	29,786	11,637
● San Diego	1,157.8	.4565	31.0	14.4	20.4	20.9	20.9	420.6	8,122,207	1,443,852	1,211,679	830,423	693,620	1,301,405	351,822
Santee	55.2	.0218	30.9	9.3	19.8	23.9	17.9	18.4	46,703	10,550	9,194		768	4,141	4,790
Vista	74.9	.0295	30.0	12.5	20.3	17.9	21.9	26.3	309,593	106,849	33,420	21,752	13,289	37,318	24,120
SUBURBAN TOTAL	1,333.3	.5256	31.5	12.2	18.2	21.0	22.7	439.3	9,011,640	1,873,573	1,016,698	1,164,051	485,019	1,824,946	411,581
SAN FRANCISCO	**1,631.2**	**.6432**	**36.1**	**9.5**	**19.3**	**25.0**	**27.0**	**648.7**	**15,334,642**	**2,851,806**	**2,630,665**	**1,634,933**	**1,022,255**	**1,799,606**	**809,235**
Marin	**235.9**	**.0931**	**38.2**	**7.4**	**16.5**	**29.9**	**27.1**	**97.3**	**2,355,440**	**499,579**	**311,620**	**194,331**	**170,616**	**345,393**	**159,815**
Novato	48.8	.0192	34.6	8.4	17.2	26.4	22.9	18.7	344,117	96,759	41,352	5,120	16,580	59,263	33,400
San Rafael	49.6	.0196	37.4	9.7	18.2	26.4	28.1	20.8	900,519	115,842	79,338	137,886	98,304	188,777	44,887
San Francisco	**726.5**	**.2865**	**36.2**	**10.3**	**21.1**	**24.3**	**27.9**	**304.0**	**6,749,675**	**1,195,591**	**1,546,796**	**595,031**	**377,036**	**455,022**	**312,720**
● San Francisco	726.5	.2865	36.2	10.3	21.1	24.3	27.9	304.0	6,749,675	1,195,591	1,546,796	595,031	377,036	455,022	312,720
San Mateo	**668.8**	**.2636**	**35.2**	**9.3**	**18.2**	**24.1**	**26.3**	**247.4**	**6,229,527**	**1,156,636**	**772,249**	**845,571**	**474,603**	**999,191**	**336,700**
Daly City	95.1	.0375	32.9	11.2	18.5	21.8	24.2	29.7	749,251	95,400	77,799	163,845	95,663	78,025	52,254
Redwood City	68.1	.0269	33.2	10.0	21.3	23.1	23.2	26.1	944,992	153,798	99,564	159,345	48,020	192,390	44,780
San Mateo	88.0	.0347	36.8	8.8	19.0	23.2	29.9	36.3	1,038,928	154,142	103,275	204,028	87,652	88,551	57,296
South San Francisco	55.9	.0220	33.6	10.1	17.9	21.6	25.9	18.9	630,425	125,495	132,034	100,292	43,222	55,639	23,594
SUBURBAN TOTAL	904.7	.3567	36.1	8.8	17.8	25.6	26.4	344.7	8,584,967	1,656,215	1,083,869	1,039,902	645,219	1,344,584	496,515

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POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	 25-34 Years	 35-49 Years	 50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
SAN FRANCISCO-OAKLAND-SAN JOSE CONSOLIDATED AREA	***6,434.8***	***2.5372***	***33.8***	***10.1***	***18.9***	***24.2***	***23.5***	***2,380.6***	***51,555,182***	***9,943,495***	***7,017,480***	***5,418,800***	***3,422,904***	***8,336,963***	***3,006,929***
SAN JOSE	**1,532.8**	**.6043**	**32.1**	**11.1**	**20.4**	**23.2**	**21.0**	**527.4**	**12,321,308**	**2,077,977**	**1,531,440**	**1,394,932**	**970,315**	**2,208,927**	**740,042**
Santa Clara	1,532.8	.6043	32.1	11.1	20.4	23.2	21.0	527.4	12,321,308	2,077,977	1,531,440	1,394,932	970,315	2,208,927	740,042
Cupertino	41.2	.0162	36.5	7.6	17.4	27.9	25.1	15.5	522,294	57,402	86,706	139,882	35,912	8,752	27,441
Milpitas	51.9	.0205	30.5	10.4	22.9	24.3	15.5	14.3	298,345	67,303	46,707	43,439	9,946	13,342	30,820
Mountain View	69.1	.0272	33.1	10.0	27.1	23.8	21.0	30.4	593,922	103,417	71,991	107,091	83,600	29,340	63,699
● Palo Alto	57.2	.0226	38.3	7.9	18.2	26.2	29.9	24.6	900,426	108,387	142,228	85,034	49,884	111,493	28,272
● San Jose	800.7	.3157	30.6	11.4	20.6	22.6	18.3	253.6	4,729,310	982,954	572,175	488,159	338,378	718,472	290,772
Santa Clara	95.8	.0378	32.6	13.1	23.6	21.6	22.6	37.0	1,613,870	148,608	135,337	240,118	188,045	483,590	65,028
Sunnyvale	120.0	.0473	33.6	9.8	24.0	[illegible]	24.5	49.0	1,159,036	175,298	150,310	174,544	70,771	229,668	76,824
SUBURBAN TOTAL	674.9	.2660	33.5	11.0	20.4	23.6	23.4	249.2	6,691,572	906,636	817,037	821,739	582,053	1,378,962	420,998
SANTA BARBARA-SANTA MARIA-LOMPOC	**378.8**	**.1494**	**32.0**	**14.2**	**17.6**	**20.3**	**24.4**	**132.3**	**2,847,563**	**659,294**	**406,871**	**212,741**	**175,775**	**386,152**	**170,304**
Santa Barbara	378.8	.1494	32.0	14.2	17.6	20.3	24.4	132.3	2,847,563	659,294	406,871	212,741	175,775	386,152	170,304
● Lompoc	38.5	.0152	30.7	8.9	20.4	21.2	20.1	12.7	226,132	55,040	27,847	13,661	12,331	37,773	19,564

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Sources: Sales & Marketing Management's 1991 Survey of Buying Power, 1991 San Francisco Scarborough Report

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CAL. (cont.)

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
• Santa Barbara	87.7	.0346	34.4	12.8	19.9	21.4	27.4	35.0	1,072,327	201,294	181,830	81,900	85,193	137,528	55,909
• Santa Maria	62.8	.0248	29.7	11.2	18.2	17.3	23.1	20.3	630,333	115,862	63,283	77,398	38,330	145,425	37,363
SUBURBAN TOTAL	189.8	.0748	31.8	16.9	15.6	20.5	24.5	64.3	916,771	287,098	133,911	39,782	39,921	65,426	57,468
SANTA CRUZ	**234.5**	**.0925**	**33.2**	**11.8**	**17.2**	**25.3**	**21.7**	**84.6**	**1,899,989**	**414,535**	**234,696**	**115,632**	**79,724**	**450,351**	**118,006**
Santa Cruz	234.5	.0925	33.2	11.8	17.2	25.3	21.7	84.6	1,899,989	414,535	234,696	115,632	79,724	450,351	118,006
• Santa Cruz	50.1	.0198	30.8	20.7	18.5	23.6	18.6	18.4	631,611	110,663	95,730	40,351	23,864	162,944	30,377
SUBURBAN TOTAL	184.4	.0727	33.9	9.4	16.8	25.7	22.5	66.2	1,268,378	303,872	138,966	75,281	55,860	287,407	87,629
SANTA ROSA–PETALUMA	**407.7**	**.1607**	**35.2**	**8.6**	**16.2**	**25.3**	**25.0**	**156.0**	**3,181,423**	**736,939**	**350,596**	**341,137**	**180,164**	**485,749**	**179,121**
Sonoma	407.7	.1607	35.2	8.6	16.2	25.3	25.0	156.0	3,181,423	736,939	350,596	341,137	180,164	485,749	179,121
• Petaluma	45.3	.0179	34.1	8.3	17.2	25.8	22.7	16.8	402,760	101,083	54,592	37,942	17,220	69,050	28,627
• Santa Rosa	119.0	.0469	35.4	9.3	16.0	23.5	27.2	47.8	1,787,405	320,173	151,266	282,512	130,946	330,153	77,881
SUBURBAN TOTAL	243.4	.0959	35.3	8.3	16.1	26.1	24.5	91.4	991,258	315,683	144,738	20,683	31,998	86,546	72,613
STOCKTON	**501.7**	**.1978**	**31.0**	**10.1**	**16.7**	**20.8**	**22.5**	**163.6**	**3,024,262**	**675,211**	**348,190**	**328,620**	**157,839**	**558,848**	**197,048**
San Joaquin	501.7	.1978	31.0	10.1	16.7	20.8	22.5	163.6	3,024,262	675,211	348,190	328,620	157,839	558,848	197,048
• Lodi	54.1	.0213	33.6	9.4	17.6	19.9	27.6	19.6	495,913	101,699	50,117	37,572	30,959	102,799	39,501
Manteca	42.5	.0168	29.4	9.3	18.1	22.0	17.8	13.9	30[illegible],066	85,880	31,989	10,937	12,121	73,053	27,047
• Stockton	220.2	.0868	29.4	10.9	15.9	20.1	20.9	71.1	1,653,644	304,804	204,736	256,183	91,966	293,424	85,181
SUBURBAN TOTAL	227.4	.0897	31.7	9.5	17.3	21.6	22.7	72.9	874,705	268,708	93,337	34,865	34,914	162,625	72,366
VALLEJO–FAIRFIELD–NAPA	**479.5**	**.1891**	**32.1**	**9.7**	**17.9**	**23.3**	**21.5**	**163.5**	**2,785,340**	**600,934**	**338,899**	**301,209**	**143,763**	**496,787**	**159,177**
Napa	114.3	.0451	36.9	8.8	14.7	23.0	30.2	42.5	733,768	157,232	119,447	47,063	35,345	106,962	47,493
• Napa	63.8	.0252	35.1	9.0	16.0	22.7	27.5	24.6	527,557	118,841	58,692	43,255	27,934	77,367	42,147
Solano	365.2	.1440	30.9	10.0	18.7	23.4	18.9	121.0	2,051,572	443,702	219,452	254,146	108,418	389,825	111,684
• Fairfield	82.9	.0327	29.1	11.4	19.9	20.8	17.4	27.1	676,289	70,348	49,675	185,047	40,925	135,976	27,623
Vacaville	76.7	.0302	30.9	10.1	22.0	24.4	16.5	24.1	332,546	89,358	54,386	12,840	14,384	39,914	22,946
• Vallejo	117.2	.0462	31.6	10.5	17.2	22.4	21.7	39.8	716,456	154,034	65,084	52,809	39,911	192,300	41,246
SUBURBAN TOTAL	215.6	.0850	32.9	8.8	17.9	24.8	21.4	72.0	865,038	257,711	165,448	2[illegible],098	34,993	91,144	48,161
VISALIA–TULARE–PORTERVILLE	**328.1**	**.1293**	**29.4**	**9.8**	**15.5**	**19.2**	**22.1**	**102.3**	**1,658,574**	**470,192**	**134,623**	**142,190**	**91,366**	**262,086**	**131,878**
Tulare	328.1	.1293	29.4	9.8	15.5	19.2	22.1	102.3	1,658,574	470,192	134,623	142,190	91,366	262,086	131,878
• Porterville	31.1	.0123	29.7	9.4	15.8	18.9	22.8	10.0	302,050	93,916	18,851	15,606	7,871	55,244	31,038
• Tulare	35.0	.0138	28.5	9.5	16.1	18.2	21.4	11.4	212,991	58,989	19,086	9,062	15,772	31,253	23,587
• Visalia	79.6	.0314	30.8	9.3	16.0	21.3	22.0	27.3	764,264	155,750	62,704	103,820	57,130	127,911	47,986
SUBURBAN TOTAL	182.4	.0718	28.8	10.2	15.0	18.6	22.1	53.6	379,269	161,537	33,982	13,702	10,593	47,678	29,267
YUBA CITY	**129.1**	**.0510**	**31.2**	**9.6**	**16.1**	**19.7**	**24.3**	**45.2**	**685,556**	**195,624**	**58,991**	**66,962**	**37,627**	**112,218**	**35,642**
Sutter	68.3	.0270	32.8	9.0	15.6	20.8	25.8	24.5	423,486	132,554	39,769	39,615	29,448	60,254	18,938
• Yuba City	29.1	.0115	30.6	10.7	17.8	19.2	22.8	11.2	376,952	118,168	35,296	36,473	26,204	55,041	18,407
Yuba	60.8	.0240	29.6	10.4	16.6	18.4	22.6	20.7	262,070	63,070	19,222	27,347	8,179	51,964	16,704
SUBURBAN TOTAL	100.0	.0395	31.4	9.4	15.6	19.7	24.7	34.0	308,604	77,456	23,695	30,489	11,423	57,177	17,235

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*Figures for primary market September 1991 ABC Report

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POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
OTHER COUNTIES								
Alpine	1.1	.0004	33.5	9.5	17.8	24.5	22.8	.4
Amador	33.4	.0132	38.5	9.9	15.5	22.4	33.3	11.7
Calaveras	35.0	.0138	39.9	4.8	12.3	23.1	34.9	13.9
Colusa	16.9	.0067	32.2	8.6	14.6	20.1	25.8	5.8
Del Norte	26.5	.0104	32.7	8.8	18.4	20.2	25.4	3.7
Glenn	25.5	.0100	32.6	8.2	14.6	19.7	26.9	9.1
Humboldt	122.9	.0485	33.5	10.7	15.9	23.1	24.4	48.0
Imperial	116.6	.0460	28.8	9.7	15.0	18.4	22.3	34.0
Inyo	18.5	.0072	39.4	5.4	13.0	22.7	34.5	7.7
Kings	106.5	.0420	28.4	12.4	20.4	19.3	17.3	30.5
Lake	53.5	.0211	40.7	5.4	12.1	20.2	38.2	22.1
Lassen	29.1	.0115	32.2	11.1	19.2	22.6	22.1	8.9
Madera	97.1	.0382	32.0	8.7	14.2	20.9	24.9	30.3
Mariposa	15.3	.0060	39.4	6.3	13.9	22.5	34.5	6.0
Mendocino	82.9	.0327	35.9	7.2	13.7	25.0	26.6	31.4
Modoc	10.0	.0039	37.5	5.9	12.9	21.9	32.0	3.8
Mono	10.3	.0041	32.4	9.3	21.7	26.7	17.6	4.1
Nevada	83.4	.0329	39.5	5.3	12.0	25.4	33.0	32.7
Plumas	20.5	.0080	39.4	4.8	[illegible]	23.7	33.9	8.5
San Benito	38.5	.0152	30.5	9.6	16.6	21.4	21.1	11.9
San Luis Obispo	224.9	.0887	33.5	14.0	16.3	21.6	25.9	83.2
San Luis Obispo	43.4	.0171	27.0	32.6	16.1	16.4	20.8	17.5
Sierra	3.3	.0013	39.2	4.4	12.2	24.5	32.7	1.3
Siskiyou	44.5	.0175	37.7	6.2	12.4	23.1	31.5	17.8
Tehama	51.9	.0204	36.4	7.0	13.5	20.1	32.0	19.6
Trinity	13.3	.0053	38.2	5.5	12.0	25.1	30.9	5.2
Tuolumne	51.2	.0202	37.6	7.4	15.5	22.7	31.7	19.2
TOTAL METRO COUNTIES	**29,642.4**	**11.6875**	**31.7**	**11.2**	**18.6**	**21.7**	**22.1**	**10,265.4**
TOTAL STATE	**30,975.8**	**12.2127**	**31.8**	**11.1**	**18.5**	**21.7**	**22.3**	**10,741.2**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES							
Alpine	1,812	63	321	99		92	
Amador	165,875	52,484	18,634	480	10,593	10,574	17,066
Calaveras	128,276	31,317	15,970	3,204	8,905	3,245	9,572
Colusa	73,027	27,230	12,077	141	1,027	7,017	5,158
Del Norte	113,806	37,821	15,544	1,896	2,403	2,442	11,006
Glenn	101,589	33,818	9,727	2,071	1,550	11,322	7,209
Humboldt	793,807	171,669	89,192	50,438	32,514	108,856	73,695
Imperial	586,153	151,801	57,182	75,356	14,092	73,279	37,247
Inyo	157,985	29,154	25,085	5,044	3,913	19,414	9,833
Kings	423,606	96,533	54,724	36,423	18,709	68,979	32,388
Lake	280,635	83,208	30,566	13,059	5,462	38,717	28,288
Lassen	123,580	23,250	17,218	2,705	3,834	17,519	17,670
Madera	396,966	124,248	44,140	15,207	9,341	60,371	33,511
Mariposa	75,491	15,863	12,509	99	1,437	597	1,520
Mendocino	573,711	171,355	73,603	26,357	25,812	61,662	54,036
Modoc	39,827	10,611	5,554	440	1,195	5,882	1,528
Mono	81,297	21,031	22,445	174	517	276	2,253
Nevada	494,632	138,752	54,135	19,508	28,983	44,771	36,872
Plumas	115,930	30,211	14,150	2,380	2,476	13,978	9,710
San Benito	162,317	40,580	20,290	1,466	5,838	24,621	16,021
San Luis Obispo	1,523,637	362,763	196,000	109,688	75,913	222,119	94,825
San Luis Obispo	630,431	121,257	62,034	59,299	40,470	149,099	28,983
Sierra	9,386	3,194	1,976		370	205	230
Siskiyou	267,812	88,170	30,457	2,520	6,044	24,920	23,879
Tehama	306,467	85,127	32,064	6,952	8,810	59,413	18,602
Trinity	47,480	19,273	8,358	2,064	569	3,391	1,332
Tuolumne	296,656	75,751	41,744	8,474	14,304	31,939	38,434
TOTAL METRO COUNTIES	**213,529,535**	**41,929,159**	**27,140,108**	**22,890,338**	**13,322,520**	**38,974,812**	**10,640,234**
TOTAL STATE	**220,871,295**	**43,854,436**	**28,043,773**	**23,276,783**	**13,607,131**	**39,890,413**	**11,222,119**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANAHEIM-SANTA ANA	**47,229,731**	**46,655**	**9.6**	**19.4**	**19.7**	**45.7**	**1.1711**
Orange	47,229,731	46,655	9.6	19.4	19.7	45.7	1.1711
• Anaheim	4,243,016	40,461	12.2	22.9	21.9	36.5	.1136
Buena Park	1,054,774	42,338	10.7	22.1	22.6	38.5	.0320
Costa Mesa	1,810,456	41,226	10.2	24.2	21.2	37.9	.0634
Cypress	810,044	51,361	6.6	16.5	20.9	52.1	.0184
Fountain Valley	1,084,543	56,107	5.9	13.6	19.5	57.9	.0257
Fullerton	2,152,741	42,949	11.2	20.9	21.1	40.3	.0565
Garden Grove	2,026,072	40,966	11.8	22.4	22.1	36.6	.0573
Huntington Beach	4,166,651	50,930	7.8	17.0	19.6	51.3	.0952
Irvine	2,693,360	56,210	6.1	13.9	17.5	57.8	.0621
Laguna Niguel	1,210,933	60,743	4.9	13.1	17.5	61.5	.0236
La Habra	836,470	40,851	11.8	22.3	21.5	36.5	.0220
Mission Viejo	1,713,311	60,008	[illegible]	12.8	16.9	63.5	.0378
Newport Beach	2,813,605	59,538	[illegible]	[illegible]	14.8	58.8	.0618
Orange	2,083,287	47,268	[illegible]	[illegible]	19.2	46.6	.0603
Placentia	771,268	51,601	[illegible]	16.8	18.9	52.0	.0171
San Clemente	955,374	47,562	10.0	18.2	19.4	46.7	.0201

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Santa Ana	3,012,266	36,423	13.5	26.6	22.9	29.5	.0986
Tustin	917,534	39,296	11.2	26.7	21.4	35.5	.0238
Westminster	1,214,535	42,701	11.7	20.5	20.0	40.8	.0372
Yorba Linda	1,285,563	66,863	3.8	9.1	13.7	71.2	.0244
SUBURBAN TOTAL	39,974,449	48,896	8.9	18.2	19.0	48.6	.9589
BAKERSFIELD	**7,082,784**	**30,139**	**19.0**	**25.5**	**19.5**	**22.9**	**.1988**
Kern	7,082,784	30,139	19.0	25.5	19.5	22.9	.1988
• Bakersfield	2,626,784	33,780	15.9	23.8	20.4	27.7	.0830
SUBURBAN TOTAL	4,456,000	28,425	20.6	26.6	19.0	20.3	.1158
CHICO	**2,293,109**	**24,138**	**24.7**	**28.5**	**15.6**	**14.8**	**.0644**
Butte	2,293,109	24,138	24.7	28.5	15.6	14.8	.0644
• Chico	447,703	20,239	27.5	25.3	13.5	11.7	.0177
SUBURBAN TOTAL	1,845,406	25,171	23.8	29.5	16.1	15.7	.0467
FRESNO	**8,321,091**	**27,901**	**20.9**	**26.3**	**17.6**	**20.8**	**.2395**
Fresno	8,321,091	27,901	20.9	26.3	17.6	20.8	.2395
Clovis	708,619	33,120	17.1	26.5	22.9	23.7	.0212
• Fresno	4,316,212	26,395	21.8	26.3	17.3	18.6	.1373
SUBURBAN TOTAL	4,004,879	29,759	19.9	26.3	18.0	23.5	.1022

METRO & COUNTY TOTALS

CAL. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LOS ANGELES-LONG BEACH	**140,672,315**	**36,039**	**14.8**	**22.8**	**18.6**	**32.8**	**3.6730**
Los Angeles	140,672,315	36,039	14.8	22.8	18.6	32.8	3.6730
Alhambra	1,115,971	32,957	16.3	26.3	20.6	26.0	.0345
Arcadia	1,169,891	47,770	10.0	19.3	17.0	47.6	.0286
Azusa	472,437	32,995	14.7	27.2	22.4	23.8	.0151
Baldwin Park	627,649	33,990	14.8	27.8	23.4	24.6	.0172
Bellflower	899,309	33,857	16.1	26.3	20.9	27.1	.0235
Bell Gardens	268,906	25,710	22.4	34.9	19.3	10.3	.0087
• Burbank	1,759,400	37,224	12.6	26.0	20.8	32.6	.0462
Carson	1,155,052	44,415	9.3	20.5	21.7	42.2	.0335
Cerritos	974,335	58,845	3.8	11.3	18.5	63.4	.0398
Compton	729,668	26,509	20.6	27.0	16.4	18.9	.0209
Covina	705,359	39,094	12.3	23.9	20.9	36.2	.0237
Diamond Bar	1,113,820	59,667	4.0	11.0	18.2	64.3	.0227
Downey	1,519,123	38,091	13.0	24.8	21.6	33.2	.0460
El Monte	880,467	29,379	19.6	28.7	21.1	18.5	.0333
Gardena	739,704	34,519	14.4	27.7	21.0	28.1	.0223
Glendale	3,175,767	35,457	14.7	23.3	18.0	32.6	.0853
Glendora	870,172	46,709	9.2	18.3	21.2	45.3	.0231
Hawthorne	1,010,773	32,093	15.6	29.0	20.5	24.4	.0273
Huntington Park	417,423	25,287	22.8	29.9	16.8	14.4	.0151
Inglewood	1,320,936	31,205	16.6	27.5	19.9	23.6	.0377
Lakewood	1,274,326	45,452	9.9	18.6	23.4	42.7	.0361
La Mirada	657,644	47,612	9.5	18.5	21.4	46.6	.0162
Lancaster	1,448,194	39,256	12.6	21.5	24.4	32.8	.0402
• Long Beach	6,704,694	33,175	16.5	24.0	19.1	28.2	.1676
• Los Angeles	55,218,506	32,204	17.1	23.6	16.9	29.1	1.4132
Lynwood	457,517	27,854	18.3	29.8	18.4	18.1	.0138
Montebello	735,210	32,583	16.7	25.5	20.0	26.1	.0232
Monterey Park	797,465	34,112	15.7	22.5	17.8	30.9	.0215
Norwalk	1,127,809	39,345	11.7	22.9	24.4	32.6	.0346
Palmdale	1,009,411	43,094	10.3	19.5	24.4	38.7	.0236
Paramount	458,449	30,117	18.8	29.6	21.3	19.9	.0133
• Pasadena	2,502,554	36,167	15.1	22.0	17.6	34.0	.0698
Pico Rivera	629,571	35,301	14.9	25.0	22.3	28.2	.0164
• Pomona	1,432,126	33,546	16.8	24.9	21.1	26.6	.0414
Rancho Palos Verdes	1,397,199	76,506	4.5	7.8	11.3	73.8	.0234
Redondo Beach	1,531,333	51,948	7.3	16.0	18.7	52.6	.0350
Rosemead	507,128	31,449	17.5	26.6	18.1	26.0	.0152
Santa Clarita	2,279,206	52,842	6.8	14.5	20.1	54.4	.0561
Santa Monica	2,425,202	37,213	14.0	22.6	17.8	35.1	.0643
South Gate	753,364	28,768	19.7	29.8	19.5	18.3	.0273
Torrance	2,864,866	47,961	9.1	18.2	19.0	47.6	.0896
West Covina	1,506,185	43,765	9.6	20.7	22.2	41.0	.0438
Whittier	1,368,208	39,277	13.0	23.2	21.1	35.3	.0362
SUBURBAN TOTAL	73,255,035	39,515	12.8	21.9	19.9	36.3	1.9348
LOS ANGELES-ANAHEIM-RIVERSIDE CONSOLIDATED AREA	***[illegible]***	***37,912***	***13.9***	***22.8***	***19.5***	***34.8***	***6.1611***
MERCED	**1,980,038**	**27,186**	**22.6**	**28.2**	**18.1**	**18.6**	**.0555**
Merced	1,980,038	27,186	22.6	28.2	18.1	18.6	.0555
• Merced	609,307	26,308	23.4	27.8	17.3	18.0	.0215
SUBURBAN TOTAL	1,370,731	27,618	22.2	28.4	18.5	19.0	.0340
MODESTO	**[illegible]**	**31,101**	**18.8**	**26.3**	**20.0**	**23.4**	**.1400**
Stanislaus	[illegible]	31,101	18.8	26.3	20.0	23.4	.1400
• Modesto	[illegible]	33,160	17.2	25.4	21.7	25.2	.0713
• Turlock	536,564	28,973	20.3	28.0	19.5	19.5	.0163
SUBURBAN TOTAL	2,099,606	29,490	20.3	26.7	18.2	22.4	.0524
OAKLAND	**39,344,321**	**[illegible]**	**12.0**	**20.2**	**19.5**	**39.6**	**.9611**
Alameda	22,610,682	39,329	13.1	21.4	19.3	36.5	.5711
Alameda	1,522,742	40,157	11.6	23.8	21.5	36.5	.0406
• Berkeley	1,920,667	31,436	17.1	21.8	15.7	29.8	.0507
Fremont	3,469,580	52,064	6.8	15.7	20.8	53.1	.0827
Hayward	1,712,213	38,058	12.9	24.2	23.2	31.7	.0515
• Livermore	1,099,917	49,984	7.5	16.0	21.5	50.0	.0253
• Oakland	5,549,789	29,084	18.6	24.6	16.3	24.7	.1403
Pleasanton	1,214,518	60,086	4.4	13.0	16.5	63.3	.0275
San Leandro	1,224,996	36,986	14.0	24.8	22.5	30.8	.0348
Union City	802,384	48,308	7.8	16.2	23.8	47.2	.0172
Contra Costa	16,733,439	46,184	10.3	18.3	19.7	45.0	.3900
Antioch	978,524	42,006	11.5	20.5	21.8	38.0	.0245
Concord	2,007,911	42,842	11.5	21.1	21.9	39.5	.0596
Pittsburg	674,934	39,786	12.2	21.9	24.6	32.5	.0162

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Richmond	1,323,314	33,825	16.3	22.0	20.3	27.9	.0345
Walnut Creek	1,599,683	46,641	8.7	20.7	20.0	45.6	.0433
SUBURBAN TOTAL	30,773,948	45,599	10.2	19.2	20.3	44.0	.7446
OXNARD-VENTURA	**11,792,391**	**46,542**	**10.2**	**19.1**	**19.6**	**45.5**	**.2998**
Ventura	11,792,391	46,542	10.2	19.1	19.6	45.5	.2998
Camarillo	1,011,488	50,216	8.1	17.9	19.7	50.3	.0243
• Oxnard	1,745,994	38,553	13.5	24.3	22.1	33.3	.0503
Simi Valley	1,853,632	53,982	5.8	13.5	21.0	56.5	.0441
Thousand Oaks	2,389,430	56,516	7.5	13.1	16.7	58.3	.0609
• Ventura	1,750,417	41,525	11.5	22.2	21.2	38.3	.0519
SUBURBAN TOTAL	8,295,980	50,458	9.0	16.8	18.7	50.6	.1976
REDDING	**1,924,084**	**26,473**	**22.9**	**26.5**	**18.8**	**17.1**	**.0567**
Shasta	1,924,084	26,473	22.9	26.5	18.8	17.1	.0567
• Redding	915,315	26,766	22.8	26.5	19.0	17.6	.0322
SUBURBAN TOTAL	1,008,769	26,226	23.0	26.6	18.6	16.6	.0245
RIVERSIDE-SAN BERNARDINO	**38,536,433**	**34,542**	**16.1**	**24.1**	**20.7**	**28.6**	**1.0172**
Riverside	18,341,321	34,391	16.3	24.3	20.2	28.8	.4723
Corona	1,250,002	44,487	9.5	19.6	22.9	41.7	.0340
Moreno Valley	1,727,062	43,422	9.3	20.4	27.1	37.6	.0360
• Palm Springs	829,417	29,126	20.0	25.7	14.6	26.4	.0249
• Riverside	3,466,040	35,970	14.4	24.3	21.6	29.9	.1032
San Bernardino	20,195,112	34,672	16.0	24.0	21.1	28.4	.5449
Apple Valley	711,010	35,264	15.4	25.0	21.9	28.5	.0150
Chino	805,728	43,565	10.5	20.3	20.7	41.3	.0224
Colton	476,630	30,105	17.9	28.6	23.3	17.4	.0177
Fontana	1,093,201	36,778	13.4	23.6	24.5	28.3	.0301
Hesperia	619,422	32,112	18.6	25.0	22.3	22.7	.0163
Ontario	1,721,695	37,000	13.4	24.5	23.7	29.5	.0507
Rancho Cucamonga	1,828,501	46,782	8.7	18.2	23.6	44.8	.0385
Redlands	1,118,119	38,379	14.0	23.6	19.5	35.1	.0295
Rialto	921,177	37,131	13.5	23.0	24.0	29.4	.0228
• San Bernardino	1,927,985	26,889	21.2	25.3	18.4	19.0	.0702
Upland	1,278,390	42,998	11.6	20.7	18.3	41.9	.0318
Victorville	513,009	29,399	19.3	29.9	19.8	18.4	.0201
SUBURBAN TOTAL	32,312,991	35,102	15.9	24.0	20.9	29.2	.8189
SACRAMENTO	**34,304,357**	**34,689**	**15.7**	**24.8**	**20.4**	**29.1**	**.6883**
El Dorado	2,163,684	36,939	15.7	23.8	20.8	32.0	.0525
Placer	3,318,754	39,628	12.8	21.9	21.1	35.9	.0839
• Roseville	839,761	41,354	11.7	21.8	21.6	37.5	.0270
Sacramento	16,821,845	34,257	15.8	25.4	20.5	20.3	.4491
• Sacramento	5,538,272	29,978	18.8	25.5	18.3	23.9	.1536
Yolo	1,999,954	29,836	18.9	25.1	18.4	24.0	.0528
• Davis	713,199	29,840	19.8	20.7	16.8	27.2	.0181
• Woodland	664,886	32,642	16.3	27.8	20.6	25.5	.0168
SUBURBAN TOTAL	16,548,119	36,556	14.5	24.8	21.2	31.0	.4229
SALINAS-SEASIDE-MONTEREY	**3,255,401**	**35,004**	**15.0**	**27.2**	**21.3**	**28.7**	**.1379**
Monterey	3,255,401	35,004	15.0	27.2	21.3	28.7	.1379
• Monterey	585,518	36,067	13.2	27.3	24.0	28.0	.0184
• Salinas	1,268,991	32,387	16.5	29.0	21.9	23.2	.0413
• Seaside	429,122	29,983	19.4	32.0	22.6	18.1	.0137
SUBURBAN TOTAL	2,971,770	37,767	13.5	25.4	20.0	34.2	.0645
SAN DIEGO	**40,840,447**	**35,776**	**15.0**	**24.9**	**20.3**	**30.9**	**1.0612**
San Diego	40,840,447	35,776	15.0	24.9	20.3	30.9	1.0612
Carlsbad	1,360,268	45,754	9.8	19.2	21.4	44.2	.0367
Chula Vista	1,946,502	33,313	16.9	26.4	19.4	27.7	.0614
El Cajon	1,226,870	29,286	19.3	29.6	18.5	21.1	.0456
Encinitas	1,209,304	46,763	10.3	18.7	19.2	46.0	.0279
• Escondido	1,613,964	34,038	16.7	26.1	20.8	27.7	.0566
La Mesa	907,080	32,119	16.5	28.7	20.9	24.0	.0310
National City	497,709	23,476	25.4	30.2	15.8	11.9	.0268
Oceanside	1,908,848	34,396	15.6	27.9	22.4	26.5	.0464
Poway	873,001	52,957	6.7	15.8	20.3	53.8	.0169
• San Diego	19,315,862	34,597	15.6	24.9	19.6	29.8	.4707
Santee	778,670	39,[illegible]	11.9	24.7	24.2	31.7	.0156
Vista	1,034,011	33,373	17.1	27.6	20.3	26.9	.0249
SUBURBAN TOTAL	20,710,620	37,011	14.4	24.7	20.8	32.2	.5339
SAN FRANCISCO	**[illegible]**	**41,387**	**13.8**	**20.9**	**19.0**	**35.3**	**.8871**
Marin	6,395,044	50,330	9.3	17.7	17.0	56.3	.1401
Novato	1,024,347	47,902	9.8	18.4	20.8	47.1	.0233
San Rafael	1,162,845	44,063	11.8	20.4	17.8	43.2	.0343
San Francisco	13,633,727	34,512	15.1	23.4	18.4	30.8	.3513
• San Francisco	13,633,727	34,512	15.1	23.4	18.4	30.8	.3513

METRO & COUNTY TOTALS

CAL. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
San Mateo	13,970,477	46,331	9.0	19.3	20.1	45.4	.3427
Daly City	1,343,895	41,982	9.7	22.0	22.9	37.9	.0379
Redwood City	1,304,843	43,240	11.2	21.3	19.5	41.2	.0384
San Mateo	1,884,297	43,461	9.5	21.4	22.0	40.7	.0493
South San Francisco	852,060	43,578	10.3	20.2	22.1	39.9	.0262
SUBURBAN TOTAL	20,365,521	47,483	9.0	18.9	19.4	46.8	.4858
SAN FRANCISCO–OAKLAND–SAN JOSE CONSOLIDATED AREA	***121,135,691***	***42,436***	***11.5***	***20.3***	***19.7***	***48.6***	***2.9896***
SAN JOSE	**29,822,214**	**49,087**	**8.8**	**17.5**	**19.2**	**48.8**	**.7236**
Santa Clara	29,822,214	49,087	8.8	17.5	19.2	48.8	.7236
Cupertino	1,110,482	63,852	4.0	10.9	15.2	67.0	.0267
Milpitas	864,921	56,269	5.9	13.7	18.1	59.2	.0206
Mountain View	1,501,061	43,882	9.4	21.7	21.8	41.6	.0364
● Palo Alto	1,690,169	56,543	8.0	14.7	15.6	56.5	.0420
● San Jose	13,032,758	47,288	9.5	18.1	20.0	46.3	.3158
Santa Clara	1,829,132	45,685	9.5	19.1	21.2	43.8	.0587
Sunnyvale	2,565,346	47,509	8.4	19.1	21.3	46.5	.0630
SUBURBAN TOTAL	15,099,288	50,523	8.1	17.1	18.8	50.7	.3658
SANTA BARBARA–SANTA MARIA–LOMPOC	**6,272,008**	**26,991**	**14.5**	**23.7**	**19.6**	**33.2**	**.1609**
Santa Barbara	6,272,008	26,991	14.5	23.7	19.6	33.2	.1609
● Lompoc	512,890	33,246	16.7	25.8	22.9	24.0	.0136
● Santa Barbara	1,596,665	35,197	15.0	24.9	18.7	31.6	.0460
● Santa Maria	754,145	30,695	18.0	28.0	20.6	22.1	.0254
SUBURBAN TOTAL	3,408,308	41,349	12.5	21.2	19.4	39.3	.0759
SANTA CRUZ	**3,967,845**	**38,972**	**13.3**	**22.4**	**19.5**	**36.0**	**.1030**
Santa Cruz	3,967,845	38,972	13.3	22.4	19.5	36.0	.1030
● Santa Cruz	767,151	33,674	16.9	23.5	18.7	29.4	.0246
SUBURBAN TOTAL	3,200,694	40,441	12.4	22.1	19.6	37.8	.0784
SANTA ROSA–PETALUMA	**6,854,566**	**37,405**	**14.0**	**24.2**	**21.6**	**32.1**	**.1764**
Sonoma	6,854,566	37,405	14.0	24.2	21.6	32.1	.1764
● Petaluma	762,216	41,953	11.7	21.4	23.0	37.8	.0204
● Santa Rosa	2,001,482	36,213	14.7	25.1	21.8	30.1	.0657
SUBURBAN TOTAL	4,090,868	37,190	14.0	24.2	21.2	32.2	.0903
STOCKTON	**6,294,426**	**31,867**	**18.2**	**25.2**	**20.1**	**25.0**	**.1738**
San Joaquin	6,294,426	31,867	18.2	25.2	20.1	25.0	.1738
● Lodi	770,672	32,108	18.0	26.1	20.7	24.6	.0228
Manteca	539,542	36,107	15.3	24.8	23.6	28.1	.0156
● Stockton	2,468,450	28,274	20.4	26.4	18.0	21.3	.0777
SUBURBAN TOTAL	3,055,304	35,471	16.0	23.7	22.0	28.7	.0733
VALLEJO–FAIRFIELD–NAPA	**7,147,437**	**38,448**	**13.3**	**23.1**	**23.3**	**32.8**	**.1796**
Napa	1,956,144	37,766	14.6	23.2	21.2	33.1	.0474
● Napa	1,021,318	36,211	15.7	24.0	21.9	30.0	.0274
Solano	5,191,293	38,961	13.0	23.0	23.9	32.7	.1322
● Fairfield	1,099,447	36,902	13.6	25.6	25.3	28.1	.0324
Vacaville	1,060,641	40,577	11.9	22.3	26.0	33.9	.0258
● Vallejo	1,605,492	36,667	14.6	23.9	22.7	30.0	.0426
SUBURBAN TOTAL	3,421,180	41,417	11.8	21.3	23.2	37.0	.0772
VISALIA–TULARE–PORTERVILLE	**3,500,503**	**26,877**	**22.5**	**26.9**	**17.4**	**19.1**	**.1001**
Tulare	3,500,503	26,877	22.5	26.9	17.4	19.1	.1001
● Porterville	311,770	25,133	26.1	28.2	17.5	16.4	.0116
● Tulare	364,219	26,685	21.9	27.4	19.0	16.2	.0112
● Visalia	1,067,021	31,492	18.2	24.8	18.1	26.3	.0332
SUBURBAN TOTAL	1,757,493	25,142	24.3	28.1	16.8	16.5	.0441
YUBA CITY	**1,472,248**	**25,534**	**24.5**	**27.8**	**16.7**	**17.1**	**.0412**
Sutter	859,099	28,112	21.9	26.3	17.8	21.0	.0239
● Yuba City	343,930	24,519	24.4	28.1	15.4	16.2	.0131
Yuba	613,149	23,197	27.3	29.6	15.5	12.4	.0173
SUBURBAN TOTAL	1,128,318	25,896	24.3	27.7	17.2	17.3	.0281
OTHER COUNTIES							
Alpine	14,790	29,081	15.0	31.2	13.0	28.0	.0003
Amador	498,528	32,737	17.4	26.7	22.1	24.1	.0121
Calaveras	474,135	28,640	20.5	28.3	19.1	19.9	.0113
Colusa	209,574	26,568	22.8	31.1	17.5	17.0	.0054
Del Norte	284,074	25,433	23.4	27.7	18.0	16.1	.0077
Glenn	276,905	24,257	23.6	27.8	16.5	15.3	.0074
Humboldt	1,506,803	24,605	23.6	26.7	17.6	15.2	.0430
Imperial	1,082,962	24,402	23.6	24.9	15.6	17.8	.0333
Inyo	257,420	26,210	21.7	26.6	16.8	19.2	.0076
Kings	1,122,014	27,796	21.4	29.3	19.1	17.8	.0305
Lake	636,671	23,179	25.2	26.2	16.5	14.0	.0174
Lassen	347,407	26,108	21.2	28.9	20.1	13.4	.0090
Madera	1,050,880	29,257	20.1	26.8	19.9	20.7	.0283
Mariposa	201,697	26,967	20.9	28.9	17.7	17.1	.0051
Mendocino	1,092,726	27,392	22.1	26.9	19.4	18.2	.0301
Modoc	108,407	22,872	25.5	29.0	17.5	10.0	.0029
Mono	166,168	34,219	15.2	26.3	22.5	36.6	.0044
Nevada	1,308,066	33,953	16.2	26.6	21.9	26.3	.0322
Plumas	265,573	25,267	24.1	27.6	18.4	14.8	.0070
San Benito	510,113	36,712	14.7	25.4	22.1	30.5	.0125
San Luis Obispo	3,422,809	32,571	17.4	26.2	20.2	25.8	.0887
San Luis Obispo	640,080	27,697	20.7	25.6	16.1	22.3	.0224
Sierra	45,002	27,313	19.0	29.3	14.5	22.1	.0010
Siskiyou	516,787	22,948	26.5	28.5	15.3	12.9	.0149
Tehama	563,277	23,232	26.5	29.2	15.8	12.4	.0167
Trinity	138,618	21,120	27.9	26.8	13.4	12.0	.0037
Tuolumne	683,728	29,255	21.3	29.5	18.5	19.5	.0181
TOTAL METRO COUNTIES	**474,988,486**	**37,436**	**14.3**	**22.8**	**19.4**	**33.9**	**12.9782**
TOTAL STATE	**490,749,649**	**36,943**	**14.7**	**22.8**	**19.3**	**33.3**	**12.4608**

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Colorado

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER-LONGMONT	**230.0**	**.0906**	**31.7**	**14.0**	**19.0**	**25.6**	**18.2**	**90.5**	**2,012,188**	**443,977**	**222,142**	**199,035**	**94,774**	**387,164**	**46,844**
Boulder	230.0	.0906	31.7	14.0	19.0	25.6	18.2	90.5	2,012,188	443,977	222,142	199,035	94,774	387,164	46,844
• Boulder	85.0	.0335	29.6	25.6	19.9	22.4	16.8	36.5	1,076,183	202,011	129,553	120,187	62,220	177,329	17,013
• Longmont	52.6	.0207	32.1	8.4	18.2	23.9	20.8	20.0	502,728	116,778	44,584	62,385	16,552	122,389	16,226
SUBURBAN TOTAL	92.4	.0364	33.7	6.7	18.5	29.5	18.0	35.0	433,277	175,188	48,025	16,463	16,002	87,446	13,605
COLORADO SPRINGS	**414.9**	**.1635**	**30.5**	**11.8**	**18.9**	**22.3**	**19.2**	**154.1**	**2,900,348**	**506,874**	**298,173**	**375,540**	**167,147**	**610,535**	**67,981**
El Paso	414.9	.1635	30.5	11.8	18.9	22.3	19.2	154.1	2,900,348	506,874	298,173	375,540	167,147	610,535	67,981
• Colorado Springs	293.8	.1158	31.4	10.6	19.3	22.6	20.5	116.1	2,658,284	462 600	270,828	326,227	160,962	601,732	63,996
SUBURBAN TOTAL	121.1	.0477	28.3	14.6	17.9	21.8	16.1	38.0	242,064	44,274	27,348	49,313	6,185	8,803	3,985
DENVER	**1,652.8**	**.6516**	**33.0**	**8.7**	**18.8**	**24.8**	**21.5**	**662.1**	**13,431,097**	**2,820,470**	**1,505,129**	**1,910,910**	**800,299**	**2,566,844**	**291,166**
Adams	268.3	.1058	30.8	9.6	19.2	22.1	19.9	97.6	2,030,428	388,527	181,291	326,326	114,880	508,214	40,980
Thornton	55.7	.0220	28.9	9.0	20.7	23.6	13.7	19.3	358,129	90,336	29,698	46,041	13,485	103,429	9,644
Westminster	75.6	.0298	30.0	9.3	21.8	25.3	13.9	28.2	418,621	69,113	42,882	97,667	36,496	55,607	4,336
Arapahoe	402.9	.1586	32.6	8.5	18.7	26.5	19.0	159.8	4,166,218	753,229	302,949	749,485	157,041	1,063,601	70,500
Aurora	228.6	.0901	31.1	9.4	21.3	24.8	16.9	92.0	2,030,780	425,997	152,223	459,179	87,311	381,293	42,194
Denver	467.9	.1845	34.2	9.6	19.7	22.4	26.1	211.2	3,769,495	888,180	625,895	425,572	303,930	338,422	94,814
• Denver	467.9	.1845	34.2	9.6	19.7	22.4	26.1	211.2	3,769,495	888,180	625,895	425,572	303,930	338,422	94,814
Douglas	65.5	.0258	32.1	5.3	19.2	30.1	14.3	22.7	208,825	66,451	19,160	9,804	22,021	14,971	2,633
Jefferson	448.2	.1767	33.6	8.1	17.4	26.6	20.8	170.8	3,257,131	724,083	375,834	399,523	202,427	641,636	82,239
Arvada	91.2	.0360	33.4	8.4	16.6	26.0	21.3	33.5	467,221	182,849	47,389	58,304	22,759	17,028	11,729
Lakewood	129.3	.0510	34.7	9.6	15.5	24.0	25.5	52.9	1,415,503	205,707	161,943	222,596	83,565	403,507	27,658
SUBURBAN TOTAL	1,184.9	.4671	32.5	8.4	18.6	25.8	19.6	450.9	9,661,602	1,932,290	879,234	1,485,338	496,369	2,228,422	196,332

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Sources: ABC Publisher's Statements, 6 months ended 3/31/92; 1991 Denver Scarborough Report

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COLO. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
DENVER-BOULDER CONSOLIDATED AREA	*1,882.8*	*.7422*	*32.9*	*9.4*	*18.8*	*24.9*	*21.1*	*752.6*	*15,443,285*	*2,364,447*	*1,727,291*	*2,109,942*	*895,073*	*2,954,009*	*338,010*
FORT COLLINS–LOVELAND	**196.4**	**.0774**	**31.2**	**13.7**	**17.4**	**23.3**	**20.1**	**74.5**	**1,430,687**	**303,856**	**155,311**	**147,829**	**76,031**	**248,501**	**34,790**
Larimer	196.4	.0774	31.2	13.7	17.4	23.3	20.1	74.5	1,430,687	303,856	155,311	147,829	76,031	248,501	34,790
• Fort Collins	92.6	.0365	28.1	21.4	19.0	20.9	15.9	35.6	916,120	203,088	99,454	112,153	57,615	158,784	23,639
• Loveland	39.4	.0155	33.4	7.3	16.4	23.0	24.3	14.8	361,690	76,614	31,062	31,786	9,216	80,146	8,454
SUBURBAN TOTAL	64.4	.0254	35.3	6.5	15.6	26.9	23.7	24.1	152,877	24,154	24,795	3,890	9,200	9,571	2,697
GREELEY	**133.6**	**.0527**	**30.7**	**12.6**	**15.9**	**21.5**	**21.6**	**48.1**	**697,313**	**180,712**	**71,034**	**99,794**	**23,739**	**154,496**	**17,103**
Weld	133.6	.0527	30.7	12.6	15.9	21.5	21.6	48.1	697,313	180,712	71,034	99,794	23,739	154,496	17,103
• Greeley	61.4	.0242	29.4	18.1	15.6	19.7	21.6	22.9	523,613	142,559	46,893	86,813	19,483	119,307	9,328
SUBURBAN TOTAL	72.2	.0285	31.7	8.0	16.1	23.0	21.8	25.2	173,700	38,153	24,141	12,981	4,256	35,189	7,775
PUEBLO	**124.1**	**.0489**	**35.2**	**8.8**	**14.4**	**20.5**	**29.7**	**47.6**	**806,986**	**203,323**	**89,381**	**121,938**	**40,943**	**156,826**	**20,785**
Pueblo	124.1	.0489	35.2	8.8	14.4	20.5	29.7	47.6	806,986	203,323	89,381	121,938	40,943	156,826	20,785
• Pueblo	99.5	.0392	34.9	9.1	14.5	19.8	30.2	38.7	753,582	192,547	80,485	121,938	38,764	151,138	17,915
SUBURBAN TOTAL	24.6	.0097	36.1	7.4	13.5	23.4	28.4	8.9	53,404	12,776	8,896		2,179	5,688	2,870
OTHER COUNTIES															
Alamosa	14.1	.0056	28.5	15.3	15.1	20.2	20.0	4.9	101,354	21,994	12,149	18,765	2,447	13,306	337
Archuleta	5.5	.0022	35.9	5.1	13.6	24.1	27.5	2.1	39,095	16,067	2,981		1,676	991	681
Baca	4.5	.0018	39.8	5.3	12.4	20.8	36.2	1.8	20,805	3,980	828	1,302	61	4,282	775
Bent	4.8	.0019	39.5	5.3	11.4	21.3	35.6	1.8	12,549	4,157	706	462	64	2,449	837
Chaffee	12.7	.0050	37.6	8.0	14.9	22.2	32.0	4.8	75,996	15,025	7,085	12,576	2,092	13,558	686
Cheyenne	2.4	.0010	32.6	5.7	16.6	18.8	27.2	.9	5,952	421	926		43	1,556	74
Clear Creek	7.6	.0030	36.2	5.3	15.6	33.1	20.0	3.1	29,024	8,998	7,940	533	230	1,400	603
Conejos	7.5	.0029	31.5	7.1	12.5	17.7	27.9	2.6	16,952	6,684	935	208	151	967	1,079
Costilla	3.2	.0013	36.1	7.7	12.4	19.0	32.4	1.2	2,102	190	286	236		63	
Crowley	4.5	.0018	34.4	8.9	21.3	22.0	26.7	1.3	5,530	2,437	527		35	1,566	456
Custer	1.9	.0007	39.6	3.6	12.2	23.2	24.1	.8	5,506	1,361	524	1,545	39	205	118
Delta	20.7	.0082	41.1	5.7	11.1	20.0	38.7	8.2	77,912	28,239	5,959	7,952	2,107	10,168	4,409
Dolores	1.5	.0006	36.6	6.7	13.4	20.7	31.6	.6	4,639	781	400		31	1,894	
Eagle	22.9	.0090	30.4	9.9	26.4	27.8	10.2	8.7	272,319	49,126	64,475	1,354	9,842	1,305	6,261
Elbert	10.0	.0040	34.0	5.1	15.7	29.1	19.4	3.5	15,770	2,735	1,185		131	1,319	342
Fremont	33.4	.0132	38.2	7.3	15.0	21.4	33.6	12.1	119,324	33,846	16,577	7,662	2,367	18,961	5,396
Garfield	31.2	.0123	32.9	8.1	17.8	25.0	21.3	11.8	259,384	59,004	24,661	14,025	7,490	74,996	12,967
Gilpin	3.1	.0012	36.3	4.5	17.9	34.4	19.1	1.3	6,322	169	1,329		18	429	815
Grand	7.9	.0032	33.1	8.4	19.9	25.9	20.2	3.1	64,136	19,579	12,181	892	487	4,327	2,979
Gunnison	10.3	.0040	28.6	22.3	17.6	22.7	16.0	3.8	66,479	15,322	9,050	6,047	902	8,591	961
Hinsdale	.5	.0002	39.7	5.2	16.4	28.6	31.8	.2	3,265	418	1,416			77	
Huerfano	5.8	.0023	40.2	5.6	11.2	20.1	37.2	2.4	22,890	8,209	2,226		109	2,517	114
Jackson	1.6	.0006	36.0	7.5	14.9	24.5	27.2	.6	6,077	1,671	1,356		64	1,920	
Kiowa	1.7	.0007	37.8	4.0	13.0	20.1	34.3	.7	3,395	1,448	153		47	358	383
Kit Carson	7.1	.0028	35.4	5.6	14.6	19.8	30.8	2.8	47,075	12,925	1,673	1,907	1,264	13,885	2,823
Lake	5.7	.0023	31.6	9.6	18.6	22.8	20.8	2.3	22,622	8,092	3,692	119	82	874	629
La Plata	33.0	.0130	32.1	13.7	14.9	24.1	21.6	12.3	260,604	74,265	32,002	14,641	10,121	43,942	12,209
Las Animas	13.6	.0054	38.2	8.2	11.7	19.8	34.8	5.4	63,287	19,992	3,984	9,127	2,224	10,334	1,716
Lincoln	4.5	.0017	37.8	5.4	14.7	18.5	34.9	1.8	41,249	6,138	10,761		451	5,720	848
Logan	17.1	.0068	35.2	8.3	14.6	20.0	30.4	6.8	117,187	17,840	12,095	20,412	3,465	31,881	3,951
Mesa	95.3	.0376	35.1	8.3	14.5	22.0	28.2	37.3	640,463	140,205	109,882	88,842	23,857	95,516	16,493
Mineral	.5	.0002	38.4	4.2	18.4	21.4	34.0	.2	3,330	446	736			32	
Moffat	11.0	.0043	31.6	6.6	16.6	24.4	19.9	4.0	62,821	22,043	5,588	6,575	1,166	16,058	285
Montezuma	18.6	.0073	33.4	6.8	14.0	21.4	26.4	6.7	127,400	22,268	14,894	20,624	3,023	13,858	1,738
Montrose	24.6	.0097	37.5	5.9	12.7	22.0	31.9	9.5	157,470	48,573	15,739	9,973	5,248	26,266	3,927
Morgan	22.0	.0087	33.4	7.6	15.0	18.8	28.8	8.2	100,411	29,285	9,714	12,484	2,760	11,740	3,280
Otero	20.0	.0079	35.5	7.5	12.7	19.3	31.5	7.5	88,177	24,074	7,587	7,935	2,500	9,002	12,449
Ouray	2.4	.0009	39.6	4.1	12.3	28.0	30.6	.9	13,062	2,458	3,242	339	205	608	225
Park	7.6	.0030	35.8	4.0	16.9	31.5	20.3	2.9	15,126	1,046	1,992	219	180	339	
Phillips	4.2	.0017	39.1	5.0	13.2	18.8	36.8	1.7	21,115	5,342	1,010	747	283	9,201	683
Pitkin	13.1	.0052	35.1	9.3	23.5	35.4	14.9	6.1	230,394	31,727	67,207	1,420	8,674	3,435	7,754
Prowers	13.3	.0052	32.2	8.2	14.4	20.3	25.7	5.0	85,097	22,842	5,258	10,712	4,101	14,942	3,954
Rio Blanco	5.8	.0023	32.4	8.5	15.3	23.2	22.8	2.2	18,934	8,970	2,371		84	598	1,191
Rio Grande	10.9	.0043	34.0	7.1	13.7	20.3	28.4	4.0	50,977	17,861	4,031	2,064	1,490	7,453	3,084
Routt	14.2	.0056	32.4	9.8	20.2	30.0	14.7	5.6	148,199	31,906	27,126	3,272	1,628	9,959	2,352
Saguache	4.8	.0019	32.0	7.8	14.8	21.5	24.1	1.7	15,296	6,666	667	196	80	3,201	427
San Juan	.8	.0003	34.0	6.4	15.3	30.7	17.8	.3	4,778	1,377	1,323		54	160	
San Miguel	3.9	.0016	33.4	8.9	22.1	33.9	12.6	1.6	30,102	6,645	7,983		716	355	737
Sedgwick	2.6	.0010	41.5	5.0	11.4	19.4	40.0	1.1	21,079	4,113	2,383	352	465	6,470	1,160
Summit	13.3	.0052	30.6	12.8	29.5	26.8	10.1	5.4	202,356	36,151	46,693	9,451	8,486	16,167	10,146
Teller	13.2	.0052	34.9	4.8	16.4	30.1	19.8	5.0	56,160	19,671	8,688	6,614	371	2,084	2,685
Washington	4.8	.0019	37.9	5.7	13.3	19.9	34.1	1.9	12,205	4,038	1,431	614	128	1,813	131
Yuma	8.9	.0035	36.4	5.7	13.4	20.8	31.3	3.3	44,026	10,923	3,604	1,445	806	11,144	1,158
TOTAL METRO COUNTIES	**2,751.8**	**1.0847**	**32.4**	**10.2**	**18.4**	**24.8**	**21.1**	**1,076.9**	**21,278,619**	**4,461,212**	**2,341,190**	**2,868,046**	**1,202,933**	**4,124,364**	**470,669**
TOTAL STATE	**3,267.9**	**1.2879**	**32.7**	**9.8**	**17.9**	**23.9**	[illegible]	**1,312.9**	**25,216,404**	**5,400,945**	**2,930,401**	**3,160,889**	**1,317,299**	**4,460,772**	**614,976**

METRO & COUNTY TOTALS

COLO. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
			(A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				
BOULDER–LONGMONT	**4,064,839**	**37,543**	**14.1**	**23.0**	**20.0**	**23.6**	**.1058**
Boulder	4,064,839	37,543	14.1	23.0	20.0	23.6	.1058
• Boulder	1,498,455	31,736	17.8	23.1	15.8	29.9	.0445
• Longmont	764,940	34,905	14.7	26.5	22.9	26.8	.0227
SUBURBAN TOTAL	1,801,444	44,030	10.1	20.8	22.3	41.3	.0386
COLORADO SPRINGS	**5,736,053**	**30,835**	**18.1**	**29.4**	**20.4**	**22.1**	**.1574**
El Paso	5,736,053	30,835	18.1	29.4	20.4	22.1	.1574
• Colorado Springs	4,214,430	30,245	18.9	28.8	19.8	21.8	.1235
SUBURBAN TOTAL	1,521,623	32,516	15.9	31.1	22.3	23.0	.0339
DENVER	**28,086,848**	**35,486**	**14.8**	**24.6**	**20.5**	**30.3**	**.7281**
Adams	3,517,089	32,521	16.2	28.4	23.4	22.0	.1017
Thornton	738,129	36,561	12.5	27.2	26.4	26.5	.0202
Westminster	1,196,808	39,050	11.1	25.3	25.3	32.2	.0289
Arapahoe	7,876,095	40,854	11.7	23.2	21.0	37.9	.2059
Aurora	3,719,008	36,679	13.3	26.6	23.8	29.2	.1014
Denver	7,248,625	26,379	21.0	27.1	16.5	19.0	.1961
• Denver	7,248,625	26,379	21.0	27.1	16.5	19.0	.1961
Douglas	1,441,002	56,185	5.0	13.2	19.3	59.7	.0280
Jefferson	8,034,039	41,806	10.9	22.4	23.1	37.6	.1964
Arvada	1,472,794	41,776	10.7	22.0	24.1	36.7	.0346
Lakewood	2,244,600	36,798	13.8	26.3	22.6	30.3	.0636
SUBURBAN TOTAL	20,838,223	39,884	12.0	23.5	22.3	35.4	.5320
DENVER–BOULDER CONSOLIDATED AREA	***32,151,687***	***35,640***	***14.6***	***24.4***	***20.4***	***29.5***	***.8339***
FORT COLLINS–LOVELAND	**2,750,650**	**30,815**	**18.3**	**26.1**	**19.7**	**23.8**	**.0759**
Larimer	2,750,650	30,815	18.3	26.1	19.7	23.8	.0759
• Fort Collins	1,247,246	28,370	19.9	24.4	17.6	22.7	.0391
• Loveland	527,931	31,861	17.8	28.9	23.5	20.8	.0162
SUBURBAN TOTAL	975,473	33,607	16.3	26.9	20.6	27.2	.0206
GREELEY	**1,405,796**	**28,197**	**20.1**	**27.9**	**19.9**	**18.2**	**.0437**
Weld	1,405,796	28,197	20.1	27.9	19.9	18.2	.0437
• Greeley	740,059	26,117	21.4	26.8	17.6	17.6	.0234
SUBURBAN TOTAL	665,737	29,939	19.0	29.0	21.9	18.9	.0203
PUEBLO	**1,333,943**	**23,257**	**22.8**	**28.7**	**15.9**	**12.5**	**.0409**
Pueblo	1,333,943	23,257	22.8	28.7	15.9	12.5	.0409
• Pueblo	1,047,493	22,257	23.5	28.3	15.0	11.7	.0343
SUBURBAN TOTAL	286,450	27,875	20.0	30.4	20.0	15.9	.0066
OTHER COUNTIES							
Alamosa	137,121	22,080	23.4	26.6	14.4	13.1	.0047
Archuleta	62,966	25,347	24.1	31.2	16.5	12.8	.0020
Baca	40,960	18,954	28.1	29.2	11.4	6.6	.0012
Bent	44,784	19,130	28.1	29.6	12.8	5.7	.0012
Chaffee	147,826	23,761	24.2	31.0	15.8	12.3	.0042
Cheyenne	31,084	28,826	19.1	31.0	20.8	17.2	.0007
Clear Creek	124,621	35,766	14.5	24.0	20.4	30.7	.0027
Conejos	51,471	15,385	33.6	23.2	8.2	5.3	.0016
Costilla	26,457	16,390	35.3	21.6	9.6	7.6	.0007
Crowley	33,699	18,342	31.2	25.4	10.2	9.3	.0008
Custer	24,722	23,314	25.4	30.1	13.2	13.9	.0007
Delta	210,306	20,798	27.9	29.2	12.7	10.0	.0057
Dolores	16,243	21,875	29.0	26.4	14.8	12.8	.0004
Eagle	428,314	40,666	10.9	24.4	25.3	34.4	.0121
Elbert	137,286	35,379	18.4	23.4	27.6	23.0	.0028
Fremont	337,247	20,831	26.8	27.6	14.4	10.0	.0090
Garfield	436,345	31,665	18.2	28.6	22.0	21.5	.0127
Gilpin	44,771	31,538	17.0	27.6	21.7	22.1	.0009
Grand	107,538	31,297	17.6	30.7	22.8	19.6	.0032
Gunnison	122,805	25,755	20.6	27.6	18.4	16.4	.0036
Hinsdale	5,853	26,579	20.0	27.0	18.5	16.0	.0001
Huerfano	54,721	17,623	30.1	26.3	10.7	7.0	.0016
Jackson	17,394	24,231	26.0	31.3	17.0	12.7	.0004
Kiowa	19,108	22,121	25.5	26.3	15.9	11.7	.0004
Kit Carson	81,109	23,910	24.0	30.2	16.7	11.1	.0024
Lake	65,869	24,985	21.9	36.4	15.7	12.5	.0018
La Plata	431,609	28,658	20.1	28.0	20.9	18.0	.0126
Las Animas	134,329	18,988	26.5	23.5	13.3	10.7	.0041
Lincoln	48,865	23,188	25.9	32.0	15.9	10.2	.0015
Logan	193,801	23,646	24.1	30.3	14.8	13.4	.0060
Mesa	1,198,117	26,239	21.7	29.3	18.5	15.5	.0341
Mineral	4,796	19,359	34.5	32.0	8.0	7.5	.0001
Moffat	134,952	32,242	16.7	25.5	27.7	17.1	.0037
Montezuma	201,367	24,744	21.8	26.8	18.0	14.7	.0062
Montrose	273,124	23,775	24.7	29.5	16.5	12.7	.0083
Morgan	257,986	25,533	23.4	30.3	18.1	13.6	.0069
Otero	193,613	19,451	27.0	26.0	12.5	10.1	.0056
Ouray	26,753	25,776	25.8	30.0	15.6	12.8	.0007
Park	101,888	31,564	15.5	30.8	24.2	18.0	.0023
Phillips	44,775	22,715	24.8	32.5	15.2	9.7	.0012
Pitkin	355,528	43,176	10.0	24.8	18.8	41.4	.0097
Prowers	134,871	22,399	28.1	29.9	15.0	10.6	.0042
Rio Blanco	76,978	31,355	17.4	25.4	26.0	18.5	.0018
Rio Grande	113,548	21,974	27.1	30.3	13.9	10.9	.0033
Routt	226,031	33,834	16.8	26.4	22.6	25.1	.0065
Saguache	39,641	16,546	28.5	25.4	6.6	7.9	.0012
San Juan	8,512	27,209	16.6	36.4	24.3	7.3	.0003
San Miguel	72,268	36,655	13.6	24.9	22.2	30.9	.0017
Sedgwick	28,022	21,961	28.8	30.9	17.5	7.0	.0010
Summit	240,603	38,971	13.0	25.0	23.1	33.6	.0075
Teller	194,300	35,833	15.2	23.4	23.6	27.8	.0047
Washington	51,186	21,810	28.5	28.0	15.1	11.2	.0011
Yuma	100,862	24,586	23.4	32.1	15.0	12.7	.0027
TOTAL METRO COUNTIES	**43,378,129**	**33,843**	**16.2**	**25.5**	**20.1**	**27.6**	**1.1518**
TOTAL STATE	**51,276,998**	**32,129**	**17.2**	**26.8**	**19.7**	**25.6**	**1.3604**

Connecticut

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BRIDGEPORT–STAMFORD–NORWALK–DANBURY	**825.3**	**.3254**	**33.9**	**9.2**	**16.5**	**23.2**	**26.3**	**303.7**
Fairfield	825.3	.3254	33.9	9.2	16.5	23.2	26.3	303.7
• Bridgeport	141.3	.0557	31.5	11.5	18.9	18.2	25.1	52.1
• Danbury	65.4	.0258	33.3	11.3	19.9	22.5	24.2	24.0
Fairfield	53.3	.0210	38.5	11.7	13.6	22.3	32.8	19.3
Greenwich	58.3	.0230	40.1	7.8	14.0	23.7	34.3	22.1
• Norwalk	78.1	.0308	34.9	9.2	20.8	22.2	27.5	30.4
• Stamford	107.8	.0425	35.4	9.2	19.8	22.1	28.5	41.8
Stratford	49.3	.0194	39.4	8.1	14.9	21.2	35.4	19.2
SUBURBAN TOTAL	432.7	.1706	38.2	8.2	13.6	25.4	30.0	155.4

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT–STAMFORD–NORWALK–DANBURY	**7,639,635**	**1,302,639**	**717,011**	**679,401**	**382,516**	**1,350,214**	**223,039**
Fairfield	7,639,635	1,302,639	717,011	679,401	382,516	1,350,214	223,039
• Bridgeport	714,395	165,066	85,490	49,443	34,013	128,060	31,241
• Danbury	1,000,958	123,204	75,967	149,649	56,915	173,150	17,859
Fairfield	540,516	119,587	55,491	40,735	27,437	117,737	8,295
Greenwich	566,659	96,063	63,677	10,440	29,297	145,178	16,947
• Norwalk	997,947	191,969	74,566	79,264	62,278	182,510	15,230
• Stamford	1,166,751	170,285	99,826	184,914	67,805	151,906	27,860
Stratford	346,547	94,446	32,298	11,429	13,890	65,054	13,278
SUBURBAN TOTAL	3,759,584	652,115	381,162	216,129	160,505	714,588	130,849

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL	**1,126.9**	**.4481**	**34.6**	**10.5**	**17.3**	**22.5**	**26.9**	**420.3**	**8,869,669**	**1,588,428**	**974,614**	**924,674**	**493,191**	**1,976,590**	**338,124**
Hartford	859.6	.3389	35.0	10.0	17.2	22.0	28.0	327.4	7,061,453	1,194,325	788,029	798,099	425,912	1,519,102	268,505
• Bristol	61.2	.0241	33.9	10.1	19.8	20.8	26.9	24.2	633,396	110,553	35,554	77,186	17,036	258,318	20,298
East Hartford	50.9	.0201	35.9	10.1	18.8	20.2	31.1	20.5	574,094	71,502	56,442	29,958	19,880	170,501	14,410
Enfield	46.0	.0181	33.5	9.8	20.3	21.0	25.9	16.2	526,711	89,286	44,751	93,745	30,275	89,919	14,533
• Hartford	141.0	.0556	28.8	14.9	18.9	18.1	20.2	51.9	739,746	76,941	153,851	84,925	42,150	142,635	40,458
Manchester	52.1	.0205	35.0	9.4	18.8	21.8	28.2	21.0	626,690	118,600	44,191	83,941	30,653	154,957	15,749
• New Britain	76.2	.0300	33.1	13.1	19.1	17.3	29.0	30.4	347,934	75,191	34,633	16,450	11,352	104,522	19,156
West Hartford	60.7	.0239	40.9	8.1	13.0	21.7	37.6	24.1	678,952	125,930	63,165	119,223	57,070	86,251	24,341
Middlesex	145.8	.0574	35.2	9.7	17.7	24.1	26.3	55.7	1,127,461	228,359	105,166	81,826	46,370	285,801	43,156
• Middletown	43.6	.0172	32.0	15.3	21.6	19.9	23.6	17.2	354,910	53,541	29,460	33,971	11,690	96,853	14,580
Tolland	131.5	.0518	31.8	15.6	17.0	23.8	20.8	45.2	680,755	165,744	81,419	44,749	20,909	171,687	26,463
SUBURBAN TOTAL	814.9	.3212	36.2	9.5	16.4	23.9	28.1	304.6	6,793,683	1,272,202	721,116	712,142	410,963	1,374,262	243,632
NEW HAVEN-WATERBURY-MERIDEN	**812.0**	**.3202**	**34.6**	**10.4**	**17.3**	**21.6**	**27.7**	**307.5**	**6,350,742**	**1,343,201**	**707,212**	**613,177**	**302,982**	**1,256,640**	**200,302**
New Haven	812.0	.3202	34.6	10.4	17.3	21.6	27.7	307.5	6,350,742	1,343,201	707,212	613,177	302,982	1,256,640	200,302
Hamden	53.0	.0209	38.0	10.5	15.6	20.8	33.7	20.8	494,362	103,186	43,465	67,505	18,485	106,909	14,585
• Meriden	60.1	.0237	33.8	9.4	19.0	20.7	27.0	23.5	476,319	57,026	36,381	77,545	21,207	119,748	18,987
• Milford	50.5	.0199	36.1	9.0	17.3	23.5	28.4	19.1	637,314	74,917	77,332	47,263	61,843	184,724	12,066
• New Haven	131.8	.0520	29.8	16.5	19.5	17.8	22.1	49.4	695,256	100,509	139,478	75,462	37,728	112,221	32,420
Wallingford	41.2	.0162	35.8	8.2	17.1	23.8	27.7	15.3	469,981	78,011	48,624	31,576	10,559	190,809	7,346
• Waterbury	110.1	.0434	33.5	10.3	18.8	18.4	28.8	43.6	908,842	223,801	76,386	123,147	35,544	114,919	27,784
West Haven	54.6	.0215	34.0	10.8	19.0	20.4	27.5	21.5	252,481	29,455	44,173	13,753	7,057	47,248	9,725
SUBURBAN TOTAL	459.5	.1812	36.5	8.9	16.2	23.5	29.0	171.9	3,633,011	886,948	377,635	289,760	146,660	725,028	109,045
NEW LONDON-NORWICH	**257.6**	**.1016**	**32.9**	**11.6**	**18.6**	**21.3**	**24.7**	**94.2**	**1,839,535**	**364,044**	**210,759**	**208,778**	**74,361**	**406,123**	**50,460**
New London	257.6	.1016	32.9	11.6	18.6	21.3	24.7	94.2	1,839,535	364,044	210,759	208,778	74,361	406,123	50,460
Groton (town)	45.6	.0180	28.6	16.6	23.6	16.6	18.4	15.0	299,021	60,438	45,826	31,847	9,407	58,350	10,163
• New London	28.9	.0114	29.1	21.8	18.7	15.9	23.0	10.9	320,717	31,635	34,848	25,613	21,229	136,000	7,369
• Norwich	37.8	.0149	33.5	10.1	18.3	19.2	28.1	15.2	361,261	90,169	25,339	43,035	14,981	99,478	11,496
SUBURBAN TOTAL	190.9	.0753	33.3	10.3	18.6	22.6	24.3	68.1	1,157,557	242,240	150,572	140,130	38,151	172,645	31,595
OTHER COUNTIES															
Litchfield	177.4	.0700	36.2	8.3	16.2	24.4	27.6	67.7	1,190,760	252,627	103,235	79,826	40,141	356,467	50,661
Windham	104.7	.0413	33.0	10.5	16.9	21.7	24.9	38.1	653,224	156,998	60,547	37,110	19,166	131,594	21,873
TOTAL METRO COUNTIES	**3,031.8**	**1.1953**	**34.8**	**10.3**	**17.1**	**22.4**	**27.2**	**1,133.7**	**24,699,581**	**4,798,312**	**2,609,596**	**2,436,030**	**1,253,023**	**4,991,567**	**811,925**
TOTAL STATE	**3,313.9**	**1.3066**	**34.8**	**10.2**	**17.2**	**22.4**	**27.3**	**1,239.5**	**26,543,568**	**5,207,937**	**2,773,278**	**2,542,966**	**1,312,357**	**5,479,628**	**884,459**

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METRO & COUNTY TOTALS

CONN. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BRIDGEPORT–STAMFORD–NORWALK–DANBURY	**20,796,314**	**51,203**	**9.4**	**16.2**	**16.0**	**51.3**	**.4699**
Fairfield	20,796,314	51,203	9.4	16.2	16.0	51.3	.4699
• Bridgeport	1,893,054	30,688	17.0	24.5	18.0	25.0	.0483
• Danbury	1,259,832	45,104	10.4	19.0	19.5	43.8	.0385
Fairfield	1,368,775	57,229	9.1	14.4	14.1	57.2	.0315
Greenwich	2,497,963	65,539	6.7	13.2	12.8	63.0	.0474
• Norwalk	1,770,618	49,719	8.8	17.3	17.8	49.7	.0463
• Stamford	2,823,883	51,119	8.8	16.4	16.5	51.3	.0656
Stratford	919,814	43,515	11.9	19.0	20.1	41.4	.0219
SUBURBAN TOTAL	13,048,927	61,277	6.9	12.8	14.3	61.6	.2712
HARTFORD–NEW BRITAIN–MIDDLETOWN–BRISTOL	**21,624,066**	**43,379**	**10.9**	**19.6**	**20.3**	**41.2**	**.5256**
Hartford	16,365,234	42,497	11.3	19.8	19.8	40.2	.4034
• Bristol	1,060,952	40,289	11.8	22.5	22.4	35.9	.0295
East Hartford	862,681	38,734	12.5	23.6	23.1	32.7	.0250
Enfield	788,017	46,323	9.2	18.0	24.0	43.8	.0229
• Hartford	1,619,384	24,221	19.7	24.3	16.7	16.5	.0450
Manchester	989,478	41,943	10.5	23.0	22.8	37.7	.0277
• New Britain	1,154,258	31,869	16.8	26.3	20.4	24.4	.0272
West Hartford	1,595,854	50,902	9.0	16.5	17.9	51.0	.0374
Middlesex	2,987,466	46,910	9.3	18.8	20.7	45.8	.0702
• Middletown	821,300	40,849	11.3	21.5	23.1	36.1	.0203
Tolland	2,271,366	44,853	9.9	19.3	22.6	42.3	.0520
SUBURBAN TOTAL	16,968,172	48,380	8.7	17.9	20.4	47.8	.4036

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
NEW HAVEN–WATERBURY–MERIDEN	**14,432,431**	**40,285**	**12.3**	**20.7**	**20.0**	**37.2**	**.3622**
New Haven	14,432,431	40,285	12.3	20.7	20.0	37.2	.3622
Hamden	1,030,806	43,795	11.4	19.7	19.6	41.8	.0261
• Meriden	967,260	37,690	13.0	22.9	23.3	31.0	.0256
• Milford	972,056	45,843	9.5	18.6	22.2	43.9	.0275
• New Haven	1,761,308	27,278	18.2	23.1	16.6	21.9	.0455
Wallingford	757,457	45,064	9.1	19.7	22.9	42.4	.0212
• Waterbury	1,614,421	32,247	16.3	24.1	19.7	26.1	.0453
West Haven	887,069	37,804	12.4	24.0	23.1	31.3	.0204
SUBURBAN TOTAL	9,117,386	45,894	9.8	19.0	20.6	44.4	.2183
NEW LONDON–NORWICH	**4,332,410**	**39,019**	**12.1**	**23.9**	**21.8**	**34.2**	**.1087**
New London	4,332,410	39,019	12.1	23.9	21.8	34.2	.1087
Groton (town)	714,405	35,566	12.4	30.4	23.4	27.6	.0181
• New London	386,143	28,167	17.7	29.7	17.7	19.6	.0127
• Norwich	568,662	31,022	16.9	27.2	19.3	24.0	.0166
SUBURBAN TOTAL	3,377,605	42,727	10.1	27.3	23.0	38.9	.0794
OTHER COUNTIES							
Litchfield	3,417,643	43,049	10.6	20.5	22.4	39.5	.0794
Windham	1,540,095	35,326	14.7	24.7	22.4	28.[illegible]	.0396
TOTAL METRO COUNTIES	**61,185,221**	**43,832**	**10.9**	**19.3**	**19.3**	**42.2**	**1.4664**
TOTAL STATE	**66,142,959**	**43,471**	**11.1**	**19.6**	**19.5**	**41.6**	**1.5854**

A LOT OF NEW YORK MONEY LIVES IN FAIRFIELD COUNTY.

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The FCD Newspaper Network delivers Fairfield County coverage and is by far the most effective and cost-efficient way to reach it!

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At home with irresistible wealth

Circle No. 140 on Reader Service Card

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Delaware

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
WILMINGTON	**592.2**	**.2334**	**33.1**	**11.1**	**17.3**	**21.9**	**24.9**	**209.9**
New Castle	452.4	.1784	32.9	11.7	17.8	21.7	24.6	160.2
• Wilmington	73.2	.0289	33.1	9.8	18.5	19.8	26.8	29.2
Cecil, Md.	*74.2*	*.0292*	*32.9*	*9.7*	*16.2*	*23.2*	*23.3*	*25.7*
Salem, N. J.	*65.6*	*.0258*	*35.6*	*8.6*	*14.7*	*21.9*	*29.0*	*24.0*
SUBURBAN TOTAL	519.0	.2045	33.1	11.3	17.1	22.2	24.6	180.7
OTHER COUNTIES								
Kent	114.2	.0450	31.5	11.4	17.2	20.6	23.3	40.0
Sussex	117.5	.0463	36.9	8.2	15.0	20.3	32.4	45.3
TOTAL METRO COUNTIES	**452.4**	**.1784**	**32.9**	**11.7**	**17.8**	**21.7**	**24.6**	**160.2**
TOTAL STATE	**684.1**	**.2697**	**33.2**	**11.0**	**17.2**	**21.3**	**25.7**	**245.5**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**4,815,552**	**883,867**	**393,815**	**616,373**	**247,434**	**1,014,562**	**193,746**
New Castle	3,978,028	743,386	331,059	572,919	222,825	777,609	164,078
• Wilmington	790,196	103,154	72,645	23,939	33,871	201,967	42,651
Cecil, Md.	*470,515*	*78,755*	*32,922*	*23,014*	*10,291*	*121,691*	*12,987*
Salem, N. J.	*367,009*	*61,726*	*29,834*	*20,440*	*14,318*	*115,262*	*16,681*
SUBURBAN TOTAL	4,025,356	780,713	321,170	592,434	213,563	812,595	151,095
OTHER COUNTIES							
Kent	1,118,936	192,473	97,461	198,005	48,384	276,530	38,739
Sussex	963,445	165,206	118,350	89,325	45,960	185,967	34,411
TOTAL METRO COUNTIES	**3,978,028**	**743,386**	**331,059**	**572,919**	**222,825**	**777,609**	**164,078**
TOTAL STATE	**6,060,409**	**1,101,065**	**546,870**	**860,249**	**317,169**	**1,240,106**	**237,228**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
WILMINGTON	**9,659,754**	**38,694**	**12.6**	**23.1**	**22.5**	**33.3**	**.2555**
New Castle	7,570,985	38,989	12.3	23.2	22.7	33.7	.2027
• Wilmington	1,012,189	27,417	19.0	24.8	18.2	20.0	.0324
Cecil, Md.	*1,039,032*	*36,562*	*14.0*	*24.8*	*23.8*	*28.9*	*.0275*
Salem, N. J.	*1,049,737*	*39,045*	*12.9*	*20.4*	*20.9*	*34.9*	*.0253*
SUBURBAN TOTAL	8,647,565	40,340	11.6	22.9	23.2	35.3	.2231

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Kent	1,381,768	29,544	19.0	29.8	21.2	18.5	.0440
Sussex	1,487,245	27,773	20.8	29.1	19.1	17.8	.0451
TOTAL METRO COUNTIES	**7,570,985**	**38,989**	**12.3**	**23.2**	**22.7**	**33.7**	**.2027**
TOTAL STATE	**10,439,998**	**35,102**	**14.9**	**23.4**	**21.7**	**30.4**	**.2918**

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The Philadelphia Inquirer

Eagles lead NFL in profits with Braman in charge

The News Journal

'Bribe' fuels environmental furor

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The News Journal is the key to unlocking the Wilmington market, delivering 59% of New Castle County's adults daily while the *Inquirer* reaches only 5%. The *Sunday News Journal* reaches 69%. For more information about consumers too important to ignore, contact Kitty Burns at (302) 324-2617 or (800) 235-9100, ext. 2617.

Schulman, Ronca & Bucuvalas, Inc., October, 1991

The News Journal

Circle No. 143 on Reader Service Card

District of Columbia

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	4,055.2	1.5993	32.9	10.7	19.7	25.8	20.8	1,492.0	31,761,066	5,980,354	3,615,225	3,607,115	2,026,071	6,520,468	1,209,555
District of Columbia	597.4	.2356	33.9	13.2	19.2	22.1	25.8	244.8	3,606,373	603,563	864,527	326,968	193,626	158,821	225,597
• Washington	597.4	.2356	33.9	13.2	19.2	22.1	25.8	244.8	3,606,373	603,563	864,527	326,968	193,626	158,821	225,597
Calvert, Md.	55.2	.0218	32.8	8.2	17.0	25.5	20.8	18.2	220,049	57,934	26,626	18,991	8,464	56,889	6,311
Charles, Md.	106.7	.0421	30.5	10.3	18.5	24.2	17.4	34.8	679,280	117,455	63,873	48,889	37,027	169,645	24,795
Frederick, Md.	156.9	.0619	32.6	10.0	17.6	24.5	21.3	55.0	1,095,301	196,903	112,506	156,706	60,285	223,884	30,028
• Frederick	42.0	.0166	31.6	11.9	21.1	20.6	22.1	16.4	762,170	130,840	76,531	120,321	44,064	157,326	21,556
Montgomery, Md.	800.4	.3156	34.3	8.7	19.0	25.2	23.4	298.1	6,233,787	1,286,672	539,179	723,506	480,033	1,289,851	264,175
Rockville	47.4	.0187	35.0	8.9	17.8	24.9	25.1	16.6	728,868	129,926	77,822	34,584	103,930	148,193	27,983
Prince George's, Md.	743.9	.2933	31.2	12.7	20.0	23.7	18.9	262.4	6,109,373	1,091,170	545,756	865,998	309,825	1,384,018	215,374
Alexandria city, Va.	111.8	.0441	33.9	11.3	25.9	25.3	21.8	53.4	1,405,354	196,479	184,445	166,807	61,646	275,422	40,729
Alexandria	111.8	.0441	33.9	11.3	25.9	25.3	21.8	53.4	1,405,354	196,479	184,445	166,807	61,646	275,422	40,729
Arlington, Va.	171.5	.0677	34.2	11.8	24.7	25.2	22.9	78.3	1,360,705	218,487	240,837	104,170	41,696	394,339	54,847
• Arlington	171.5	.0677	34.2	11.8	24.7	25.2	22.9	78.3	1,360,705	218,487	240,837	104,170	41,696	394,339	54,847
Fairfax, Va.	838.1	.3304	33.5	9.5	18.5	28.0	19.4	305.6	6,891,549	1,427,426	675,910	943,908	560,717	1,304,032	214,134
Fairfax city, Va.	19.5	.0077	34.1	12.9	19.5	22.2	26.0	7.3	796,842	78,613	62,825	39,877	56,469	360,184	35,373
Fairfax	19.5	.0077	34.1	12.9	19.5	22.2	26.0	7.3	796,842	78,613	62,825	39,877	56,469	360,184	35,373
Falls Church city, Va.	9.6	.0038	38.1	6.9	17.0	28.0	29.5	4.2	269,385	36,911	20,197	2,097	19,490	124,728	9,968
Falls Church	9.6	.0038	38.1	6.9	17.0	28.0	28.5	4.2	269,385	36,911	20,197	2,097	19,490	124,328	9,968
Loudoun, Va.	91.8	.0362	31.8	8.7	20.6	26.4	17.1	32.5	701,353	149,652	67,306	34,771	29,382	179,274	21,072
Manassas city, Va.	30.2	.0119	29.2	11.5	22.7	23.6	13.3	10.2	598,684	129,385	26,641	32,305	31,485	254,719	22,432
Manassas	30.2	.0119	29.2	11.5	22.7	23.6	13.3	10.2	598,684	129,385	26,641	32,305	31,485	254,719	22,432
Manassas Park city, Va.	6.9	.0027	28.0	11.1	24.8	19.0	13.6	2.2	6,449	1,900	199	1,060	198	399	716
Manassas Park	6.9	.0027	28.0	11.1	24.8	19.0	13.6	2.2	6,449	1,900	199	1,060	198	399	716
Prince William, Va.	229.8	.0906	29.2	10.7	20.6	25.8	12.1	74.2	1,486,833	324,426	148,865	131,214	124,759	286,839	32,747
Stafford, Va.	65.5	.0258	30.3	10.8	17.6	25.6	16.2	20.8	299,749	63,378	35,633	9,848	10,969	57,824	11,257
SUBURBAN TOTAL	3,244.3	1.2793	32.6	10.2	19.3	25.6	19.8	1,162.5	26,031,818	5,027,464	2,433,430	3,055,656	1,746,685	5,809,982	907,515
TOTAL METRO COUNTIES	597.4	.2356	33.9	13.2	19.2	22.1	25.8	244.8	3,606,373	603,563	864,527	326,968	193,626	158,821	225,597
TOTAL STATE	597.4	.2356	33.9	13.2	19.2	22.1	25.8	244.8	3,606,373	603,563	864,527	326,968	193,626	158,821	225,597

THE BEST-SELLING NEWSPAPER IN WASHINGTON

The Washington Post is the best-selling newspaper in the District of Columbia, a city that exceeds $3.8 billion in retail sales and contributes one in every eight dollars to the metro Washington total.

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The Washington Post
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Court Broadens Voting Rights Act

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
WASHINGTON	[illegible]	**47,347**	**6.5**	**19.0**	**20.5**	**46.4**	**1.9532**
District of Columbia	10,751,992	31,933	15.0	24.9	16.9	28.5	.2508
• Washington	10,751,992	31,933	15.0	24.9	16.9	28.5	.2504
Calvert, Md.	990,162	50,731	7.6	15.5	20.7	51.0	.0212
Charles, Md.	1,654,408	44,854	6.0	18.9	25.1	41.4	.0417
Frederick, Md.	2,474,632	41,093	10.4	22.5	25.2	35.2	.0637
• Frederick	626,185	34,631	13.8	27.3	25.1	24.2	.0243
Montgomery, Md.	18,408,482	51,835	6.8	16.9	19.9	52.5	.4126
Rockville	932,937	49,947	7.6	17.8	19.2	49.9	.0183
Prince George's, Md.	12,307,353	42,743	8.9	23.4	23.9	38.7	.3243
Alexandria city, Va.	2,883,913	44,592	8.0	21.1	24.0	41.7	.0706
Alexandria	2,883,913	44,592	8.0	21.1	24.0	41.7	.0706
Arlington, Va.	4,127,595	44,465	9.2	21.7	20.8	42.5	.0913
• Arlington	4,127,595	44,465	9.2	21.7	20.8	42.5	.0913
Fairfax, Va.	21,200,803	61,813	4.0	11.8	16.8	64.9	.4653

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Fairfax city, Va.	375,032	46,728	8.1	21.0	23.1	44.4	.0197
Fairfax	375,032	46,728	8.1	21.0	23.1	44.4	.0197
Falls Church city, Va.	250,669	52,866	6.5	16.4	17.2	54.4	.0085
Falls Church	250,669	52,866	6.5	16.4	17.2	54.4	.0085
Loudoun, Va.	1,773,243	50,505	6.4	16.4	22.8	50.9	.0427
Manassas city, Va.	553,105	48,430	6.2	18.4	25.0	47.4	.0196
Manassas	553,105	48,430	6.2	18.4	25.0	47.4	.0196
Manassas Park city, Va.	88,781	38,786	6.5	28.2	33.7	26.9	.0018
Manassas Park	88,781	38,786	6.5	28.2	33.7	26.9	.0018
Prince William, Va.	3,951,958	49,369	5.6	17.9	25.0	48.9	.0956
Stafford, Va.	1,015,658	44,624	7.6	20.3	25.9	41.1	.0237
SUBURBAN TOTAL	67,302,014	50,523	6.7	17.6	21.1	50.6	1.5869
TOTAL METRO COUNTIES	**10,751,992**	**31,933**	**15.0**	**24.9**	**16.9**	**28.5**	**.2508**
TOTAL STATE	**10,751,992**	**31,933**	**15.0**	**24.9**	**16.9**	**28.5**	**.2508**

The Washington Post

You Can't Get There From Here.

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THE BALTIMORE SUN

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METRO & COUNTY TOTALS

Florida

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BRADENTON	**220.5**	**.0870**	**43.5**	**7.0**	**13.3**	**17.3**	**43.2**	**94.9**
Manatee	220.5	.0870	43.5	7.0	13.3	17.3	43.2	94.9
• Bradenton	45.6	.0180	42.1	7.6	14.2	17.0	41.8	19.6
SUBURBAN TOTAL	174.9	.0690	43.8	6.8	13.0	17.3	43.6	75.3
DAYTONA BEACH	**389.2**	**.1534**	**40.0**	**9.2**	**14.2**	**18.7**	**38.1**	**161.0**
Volusia	389.2	.1534	40.0	9.2	14.2	18.7	38.1	161.0
• Daytona Beach	65.0	.0256	35.7	17.0	15.3	15.9	34.9	28.9
SUBURBAN TOTAL	324.2	.1278	40.7	7.6	14.0	19.3	38.7	132.1
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH	**1,298.2**	**.5118**	**38.3**	**7.9**	**16.5**	**21.0**	**33.9**	**547.5**
Broward	1,298.2	.5118	38.3	7.9	16.5	21.0	33.9	547.5
Coral Springs	82.2	.0324	31.7	9.0	15.0	29.3	15.7	28.0
Davie	48.8	.0192	32.9	9.3	19.8	24.9	20.9	18.5
Deerfield Beach	47.9	.0189	48.9	6.5	15.1	15.7	49.0	24.0
• Fort Lauderdale	154.5	.0609	37.8	8.4	18.0	22.6	32.0	68.9
• Hollywood	125.8	.0496	40.7	7.6	15.1	19.8	38.2	54.8
Lauderhill	51.4	.0203	35.8	8.6	17.9	19.3	31.8	21.9
Margate	44.5	.0175	43.4	7.5	14.3	17.9	42.8	19.6
Miramar	42.0	.0166	32.4	8.9	19.1	22.6	22.4	14.9
Pembroke Pines	67.6	.0267	37.7	7.5	17.8	21.8	32.5	27.7
Plantation	69.0	.0272	37.5	8.7	15.8	25.6	28.8	27.5
• Pompano Beach	74.8	.0295	41.8	7.5	16.2	18.5	40.6	33.2
Sunrise	66.6	.0263	37.2	7.3	17.5	20.2	33.1	27.3
Tamarac	46.3	.0183	61.2	5.6	11.2	12.5	62.0	23.7
SUBURBAN TOTAL	943.1	.3718	37.8	7.9	16.5	21.2	33.1	390.6

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**1,671,344**	**372,813**	**190,590**	**198,088**	**85,548**	**377,386**	**75,673**
Manatee	1,671,344	372,813	190,590	198,088	85,548	377,386	75,673
• Bradenton	684,904	181,271	63,468	52,393	30,882	194,335	30,402
SUBURBAN TOTAL	986,440	191,542	127,122	145,695	54,666	183,051	45,271
DAYTONA BEACH	**3,004,950**	**663,655**	**341,362**	**366,538**	**134,409**	**627,515**	**161,922**
Volusia	3,004,950	663,655	341,362	366,538	134,409	627,515	161,922
• Daytona Beach	1,177,028	116,667	133,240	190,246	34,250	375,569	52,912
SUBURBAN TOTAL	1,827,922	546,988	208,122	176,292	100,219	251,946	109,010
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH	**12,489,948**	**2,304,208**	**1,339,372**	**1,237,079**	**644,868**	**3,571,239**	**590,763**
Broward	12,489,948	2,304,208	1,339,372	1,237,079	644,868	3,571,239	590,763
Coral Springs	480,903	106,169	49,276	91,465	15,340	65,833	29,954
Davie	369,173	106,150	67,497	40,372	12,252	25,333	15,250
Deerfield Beach	427,687	103,602	50,534	37,637	18,730	24,299	38,419
• Fort Lauderdale	3,092,163	340,499	401,792	193,786	152,144	1,300,941	95,644
• Hollywood	1,536,521	238,139	113,723	217,998	60,000	544,379	66,058
Lauderhill	644,224	90,401	41,863	75,054	42,214	271,180	49,800
Margate	269,433	96,668	25,862	32,314	18,856	13,607	18,841
Miramar	118,985	50,659	14,217	4,139	5,174	6,476	9,921
Pembroke Pines	254,942	102,087	37,826	11,802	8,028	2,057	36,381
Plantation	895,936	140,276	57,711	211,654	38,447	223,550	27,841
• Pompano Beach	1,113,163	155,558	77,039	116,406	52,238	447,043	25,944
Sunrise	297,630	89,049	39,164	16,923	12,769	26,674	46,591
Tamarac	278,762	91,759	34,490	29,796	15,633	6,743	16,327
SUBURBAN TOTAL	6,748,101	1,570,012	746,818	708,869	380,486	1,278,876	403,117

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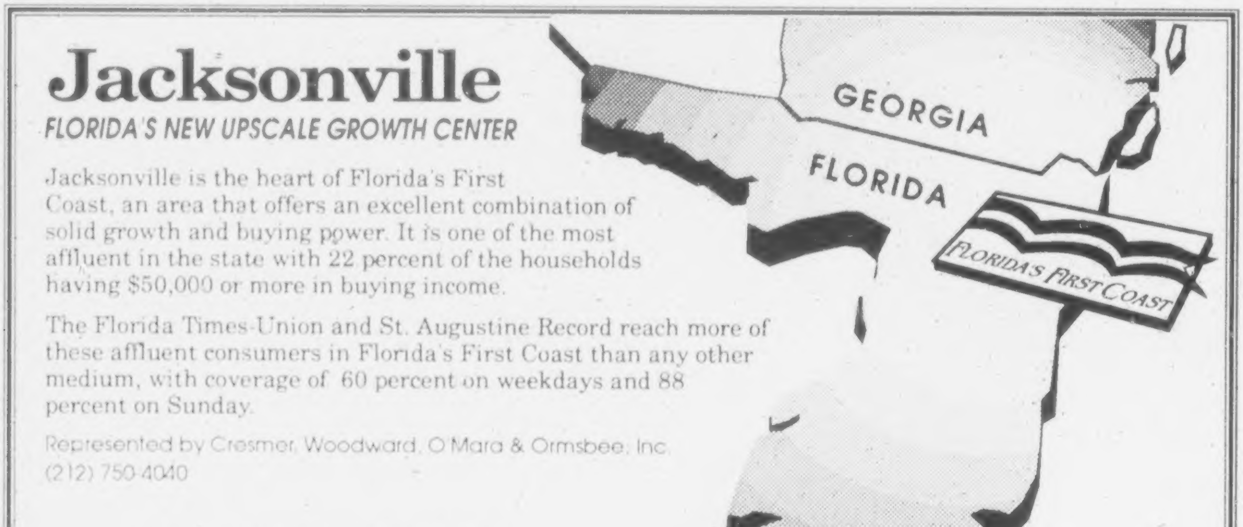
FLA. (cont.)

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
FORT MYERS–CAPE CORAL	**357.0**	**.1408**	**42.4**	**7.1**	**13.6**	**18.1**	**41.4**	**149.4**	**3,205,434**	**612,514**	**329,727**	**387,613**	**215,037**	**677,292**	**125,989**
Lee	357.0	.1408	42.4	7.1	13.6	18.1	41.4	149.4	3,205,434	612,514	329,727	387,613	215,037	677,292	125,989
• Cape Coral	79.8	.0315	40.4	6.7	14.1	19.6	38.0	31.6	325,344	100,494	27,694	42,074	28,643	14,483	15,883
• Fort Myers	48.2	.0190	32.6	11.0	17.3	16.2	27.7	19.4	1,639,863	191,088	120,517	299,916	93,697	507,995	45,413
SUBURBAN TOTAL	229.0	.0903	45.7	6.4	12.7	17.7	45.4	98.4	1,240,227	320,932	181,516	45,623	92,697	154,814	64,693
FORT PIERCE	**267.3**	**.1054**	**40.9**	**7.0**	**14.2**	**18.3**	**39.4**	**107.7**	**2,066,935**	**431,841**	**185,405**	**208,272**	**129,212**	**515,363**	**106,714**
Martin	106.8	.0421	44.6	6.6	13.1	18.6	44.0	45.6	963,791	191,554	87,675	61,744	74,053	230,146	57,004
St. Lucie	160.5	.0633	38.4	7.3	14.8	18.1	36.4	62.1	1,103,144	240,287	97,730	146,528	55,159	285,217	49,710
• Fort Pierce	39.3	.0155	34.7	9.1	14.8	16.6	32.9	15.1	806,879	137,519	72,690	121,767	43,413	233,340	32,427
Port St. Lucie	59.7	.0235	35.7	6.5	17.5	19.7	31.3	22.1	207,548	91,667	15,012	24,417	8,249	5,208	14,868
SUBURBAN TOTAL	228.0	.0899	41.8	6.7	14.1	18.6	40.5	92.6	1,260,056	294,322	112,715	86,505	85,799	282,023	74,287
FORT WALTON BEACH	**149.8**	**.0591**	**31.9**	**10.6**	**19.2**	**20.8**	**23.2**	**55.5**	**1,217,739**	**205,899**	**148,129**	**174,775**	**64,045**	**245,945**	**50,998**
Okaloosa	149.8	.0591	31.9	10.6	19.2	20.8	23.2	55.5	1,217,739	205,899	148,129	174,775	64,045	245,945	50,998
• Fort Walton Beach	22.3	.0088	33.8	10.6	17.7	19.0	28.5	8.8	452,870	34,242	58,113	54,693	25,069	180,159	8,362
SUBURBAN TOTAL	127.5	.0503	31.6	10.7	19.3	21.1	22.3	46.7	764,869	171,657	90,016	120,082	38,976	65,786	42,636
GAINESVILLE	**208.9**	**.0824**	**29.4**	**19.9**	**17.7**	**20.1**	**19.9**	**80.7**	**1,658,143**	**355,090**	**168,526**	**227,432**	**69,694**	**400,512**	**45,298**
Alachua	186.2	.0734	28.8	21.2	17.5	19.9	19.2	73.4	1,540,914	327,050	155,596	225,020	63,342	375,354	40,484
• Gainesville	86.9	.0343	27.1	26.4	16.8	18.3	16.5	32.8	1,082,721	197,173	93,505	140,695	52,526	330,849	26,545
Bradford	22.7	.0090	33.9	9.1	18.8	22.3	25.7	7.3	117,229	28,040	12,930	2,412	6,352	25,158	4,814
SUBURBAN TOTAL	122.0	.0481	30.8	15.3	18.2	21.4	21.0	47.9	575,422	157,917	75,021	86,737	17,168	69,663	18,753
JACKSONVILLE	**943.5**	**.3720**	**32.4**	**10.4**	**18.0**	**21.9**	**23.5**	**357.6**	**7,780,483**	**1,399,260**	**840,795**	**756,392**	**401,247**	**1,952,105**	**398,520**
Clay	112.7	.0444	32.3	9.2	16.2	24.8	20.8	38.9	829,860	160,451	76,689	152,782	52,784	154,339	27,988
Duval	695.8	.2744	31.9	11.0	18.7	21.3	22.9	266.2	6,054,736	1,032,333	655,008	515,833	325,738	1,616,112	331,902
• Jacksonville	656.8	.2590	31.7	11.0	18.8	21.1	22.7	249.6	5,752,397	940,425	602,057	503,377	314,433	1,587,691	308,464



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POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Nassau	46.0	.0181	33.7	8.5	16.1	23.2	24.7	17.0	276,414	77,423	21,758	29,494	4,785	52,534	8,535
St. Johns	89.0	.0351	37.4	8.6	15.0	22.3	31.6	35.5	619,473	129,061	87,340	58,283	17,940	129,120	30,095
SUBURBAN TOTAL	286.7	.1130	34.4	9.0	16.1	23.7	25.4	108.0	2,028,086	458,843	238,738	253,015	86,814	364,414	90,056
LAKELAND–WINTER HAVEN	**418.4**	**.1649**	**37.0**	**8.8**	**14.2**	**19.1**	**33.5**	**161.2**	**2,972,845**	**628,159**	**239,334**	**353,049**	**143,211**	**678,632**	**140,735**
Polk	418.4	.1649	37.0	8.8	14.2	19.1	33.5	161.2	2,972,845	628,159	239,334	353,049	143,211	678,632	140,735
• Lakeland	72.8	.0287	38.6	10.2	13.7	17.7	36.8	30.6	1,138,859	188,638	97,315	182,426	65,840	259,511	51,248
• Winter Haven	25.5	.0101	43.4	7.7	12.9	16.4	43.4	11.3	556,775	91,790	50,567	95,807	33,756	132,201	29,333
SUBURBAN TOTAL	320.1	.1261	36.2	8.5	14.4	19.8	31.9	119.3	1,277,211	347,731	91,452	74,816	43,615	286,920	60,154
MELBOURNE–TITUSVILLE–PALM BAY	**419.8**	**.1655**	**36.8**	**8.5**	**16.9**	**19.8**	**32.7**	**170.4**	**3,010,726**	**587,104**	**316,578**	**429,344**	**138,235**	**718,103**	**91,791**
Brevard	419.8	.1655	36.8	8.5	16.9	19.8	32.7	170.4	3,010,726	587,104	316,578	429,344	138,235	718,103	91,791
• Melbourne	62.7	.0247	35.1	11.5	17.7	19.0	31.2	26.5	901,888	101,160	70,279	185,145	42,407	285,211	37,832
• Palm Bay	65.9	.0260	31.7	8.5	20.8	19.9	23.3	24.6	194,067	60,515	24,220	21,837	6,374	15,719	10,563
• Titusville	41.5	.0164	36.2	8.4	16.8	18.5	32.9	17.1	378,298	81,954	45,433	64,072	6,575	90,134	13,229
SUBURBAN TOTAL	249.7	.0984	39.1	7.7	15.7	20.3	35.5	102.2	1,536,473	343,475	176,646	158,290	82,879	327,039	50,167
MIAMI–HIALEAH	**1,988.4**	**.7840**	**34.6**	**9.7**	**16.4**	**20.9**	**28.6**	**739.4**	**15,225,148**	**2,727,655**	**1,661,530**	**1,828,751**	**889,413**	**3,236,723**	**845,733**
Dade	1,988.4	.7840	34.6	9.7	16.4	20.9	28.6	709.4	15,235,148	2,727,655	1,661,530	1,828,751	889,413	3,236,723	845,733
Coral Gables	41.1	.0162	37.4	16.2	14.4	21.7	32.1	15.9	639,711	79,477	72,826	13,625	39,266	280,576	23,359
• Hialeah	193.0	.0761	36.4	9.6	14.9	19.3	32.6	60.9	1,215,631	262,286	100,384	229,733	59,666	112,813	83,157
• Miami	368.0	.1451	36.5	9.1	15.7	19.3	32.6	133.4	3,663,231	624,511	400,241	396,475	240,967	763,384	223,285
• Miami Beach	95.1	.0375	44.7	7.4	15.6	18.3	44.4	50.5	394,935	117,737	81,214	20,053	8,961	15,842	55,867
North Miami	51.4	.0203	34.1	9.6	19.2	21.1	27.1	20.6	484,868	108,294	60,846	23,369	39,865	65,982	33,223
SUBURBAN TOTAL	1,332.3	.5253	33.4	10.0	17.0	21.7	25.7	464.6	9,961,351	1,723,121	1,079,691	1,182,490	579,819	2,344,684	483,424

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POPULATION | **RETAIL SALES BY STORE GROUP**

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
MIAMI-FORT LAUDERDALE CONSOLIDATED AREA	***3,286.6***	***1.2958***	***36.1***	***9.0***	***16.5***	***20.9***	***38.7***	***1,256.9***	***27,725,096***	***5,031,863***	***3,000,902***	***3,065,830***	***1,534,381***	***6,807,962***	***1,436,496***
NAPLES	**164.1**	**.0647**	**41.2**	**7.5**	**14.1**	**18.7**	**39.4**	**66.3**	**1,523,374**	**345,751**	**167,777**	**134,490**	**146,522**	**253,066**	**68,854**
Collier	164.1	.0647	41.2	7.5	14.1	18.7	39.4	66.3	1,523,374	345,751	167,777	134,490	146,522	253,066	68,854
• Naples	21.1	.0083	59.8	4.1	7.3	15.3	62.8	10.6	788,633	166,972	84,576	104,459	64,101	101,149	37,778
SUBURBAN TOTAL	143.0	.0564	38.8	8.0	15.1	19.2	36.0	55.7	734,741	178,779	83,201	30,031	82,421	151,917	31,076
OCALA	**206.4**	**.0814**	**40.4**	**7.4**	**13.3**	**18.3**	**38.6**	**83.2**	**1,482,843**	**313,304**	**144,218**	**175,325**	**61,756**	**304,383**	**84,886**
Marion	206.4	.0814	40.4	7.4	13.3	18.3	38.6	83.2	1,482,843	313,304	144,218	175,325	61,756	304,383	84,886
• Ocala	44.6	.0176	37.9	8.7	13.7	18.7	35.1	18.5	1,086,474	189,903	115,891	146,717	46,779	241,682	63,067
SUBURBAN TOTAL	161.8	.0638	41.1	7.0	13.2	18.2	39.6	64.7	396,369	123,401	28,327	28,608	14,977	62,701	21,819
ORLANDO	**1,139.5**	**.4492**	**32.5**	**11.2**	**18.8**	**21.9**	**23.4**	**426.4**	**10,430,877**	**1,829,686**	**1,281,802**	**1,167,832**	**471,104**	**2,398,685**	**288,843**
Orange	717.3	.2828	31.8	12.3	19.7	20.9	22.9	269.7	7,171,440	1,164,298	865,371	774,257	305,431	1,680,763	183,531
• Orlando	174.4	.0688	30.9	15.9	21.9	18.9	22.1	69.4	2,194,137	427,640	297,161	366,793	101,771	390,256	51,843
Osceola	117.1	.0461	34.1	9.7	16.4	21.2	27.3	42.5	892,916	186,193	158,199	87,672	18,146	232,920	32,764
Seminole	305.1	.1203	33.6	9.3	17.6	24.6	23.0	114.2	2,366,521	479,195	258,232	305,903	147,527	485,002	72,548
SUBURBAN TOTAL	965.1	.3804	32.8	10.4	18.4	22.4	23.6	357.0	8,236,740	1,402,046	984,641	801,039	369,333	2,008,429	237,000
PANAMA CITY	**131.8**	**.0520**	**33.6**	**9.6**	**17.2**	**21.0**	**26.6**	**50.8**	**1,162,526**	**259,546**	**171,860**	**168,451**	**50,390**	**219,287**	**41,049**
Bay	131.8	.0520	33.6	9.6	17.2	21.0	26.6	50.8	1,162,526	259,546	171,860	168,451	50,390	219,287	41,049
• Panama City	35.7	.0141	35.2	9.1	15.8	19.8	30.5	14.6	825,652	139,180	99,263	141,491	33,808	199,657	28,367
SUBURBAN TOTAL	96.1	.0379	33.1	9.7	17.8	21.4	25.1	36.2	336,874	120,366	72,597	26,960	16,582	19,630	12,682
PENSACOLA	**353.8**	**.1394**	**32.8**	**10.9**	**16.8**	**21.0**	**25.3**	**132.0**	**2,488,482**	**477,787**	**253,553**	**326,302**	**116,888**	**576,616**	**86,519**
Escambia	268.8	.1059	32.8	11.6	16.5	20.5	25.9	100.8	2,130,780	379,194	226,811	279,503	106,701	499,463	64,294
• Pensacola	59.5	.0235	36.3	9.4	14.9	20.8	31.0	24.5	765,495	114,103	88,840	89,427	56,637	229,585	24,287

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POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Santa Rosa	85.0	.0335	32.8	8.9	17.6	22.5	23.6	31.2	357,702	98,593	26,742	46,799	10,187	77,153	22,225
SUBURBAN TOTAL	294.3	.1159	32.2	11.3	17.2	21.0	24.2	107.5	1,722,987	363,684	164,713	236,875	60,251	347,031	62,232
SARASOTA	**287.8**	**.1135**	**49.0**	**5.9**	**11.6**	**17.7**	**49.0**	**130.2**	**2,952,140**	**508,267**	**280,920**	**334,350**	**217,708**	**696,230**	**144,321**
Sarasota	287.8	.1135	49.0	5.9	11.6	17.7	49.0	130.2	2,952,140	508,267	280,920	334,350	217,708	696,230	144,321
• Sarasota	52.8	.0208	40.6	9.1	15.4	18.5	39.0	23.6	1,453,092	233,939	162,038	192,335	114,751	255,718	79,963
SUBURBAN TOTAL	235.0	.0927	51.3	5.2	10.7	17.5	51.2	106.6	1,499,048	274,328	118,882	142,015	102,957	440,512	54,358
TALLAHASSEE	**241.8**	**.0953**	**29.7**	**18.1**	**17.0**	**21.4**	**19.5**	**91.2**	**1,850,854**	**256,292**	**196,719**	**255,340**	**89,435**	**344,267**	**61,138**
Gadsden	41.5	.0164	32.0	9.6	15.2	19.9	25.5	13.5	187,533	61,763	7,572	17,114	6,048	39,912	11,418
Leon	200.3	.0789	29.2	19.8	17.5	21.7	18.2	77.7	1,663,321	294,529	189,147	238,226	83,387	304,355	49,720
• Tallahassee	129.8	.0512	27.6	26.1	17.4	19.0	18.1	52.2	1,423,666	242,275	172,149	209,856	78,728	263,930	38,660
SUBURBAN TOTAL	112.0	.0441	32.1	8.8	16.6	24.2	21.0	39.0	427,188	114,017	24,570	45,484	10,707	80,337	22,478
TAMPA–ST. PETERSBURG–CLEARWATER	**2,142.5**	**.8447**	**39.1**	**8.3**	**15.2**	**19.9**	**36.0**	**901.6**	**17,402,675**	**3,323,261**	**1,677,413**	**2,077,477**	**870,814**	**3,861,118**	**749,399**
Hernando	110.6	.0436	49.4	5.7	10.1	16.2	49.4	46.3	856,895	147,886	51,602	65,811	27,727	93,433	32,580
Hillsborough	866.7	.3417	33.4	10.4	18.1	21.9	25.2	338.0	6,602,012	1,257,584	718,306	863,055	375,093	1,511,003	261,281
• Tampa	290.9	.1147	33.7	10.8	18.3	19.8	27.8	119.4	3,594,561	493,393	406,815	509,802	220,027	989,608	108,084
Pasco	294.8	.1162	48.1	6.4	11.4	16.0	48.2	127.8	1,893,234	433,513	146,454	245,450	102,600	496,006	87,905
Pinellas	870.4	.3432	42.6	7.2	14.3	19.5	41.1	389.5	8,350,534	1,494,278	761,051	903,161	365,394	1,760,676	367,833
• Clearwater	100.9	.0398	42.6	7.9	13.9	19.7	40.8	45.1	2,801,310	249,544	171,029	285,266	103,161	689,147	48,331
Largo	67.1	.0265	47.3	7.2	14.8	16.4	47.4	32.7	548,101	219,896	53,327	44,805	35,754	34,767	34,941
Pinellas Park	44.4	.0175	38.3	8.0	16.5	18.7	35.8	18.6	405,166	85,312	23,511	113,654	16,465	42,715	13,006
• St. Petersburg	243.9	.0962	39.3	8.2	15.6	19.9	36.3	108.1	2,162,422	415,979	175,437	308,712	71,752	539,876	110,169
SUBURBAN TOTAL	1,506.8	.5940	40.0	7.9	14.6	19.9	37.3	629.0	8,844,382	2,174,345	924,132	973,697	475,874	1,642,487	483,015

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Circle No. 149 on Reader Service Card

FLA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
WEST PALM BEACH–BOCA RATON–DELRAY BEACH	**926.8**	**.3655**	**40.5**	**7.3**	**15.2**	**19.4**	**38.3**	**393.0**
Palm Beach	926.8	.3655	40.5	7.3	15.2	19.4	38.3	393.0
• Boca Raton	66.0	.0260	41.3	8.9	14.2	22.1	37.4	28.3
Boynton Beach	49.6	.0196	43.2	6.9	14.7	16.9	43.2	21.8
• Delray Beach	50.7	.0200	45.4	6.7	14.1	17.2	45.7	23.0
• West Palm Beach	72.6	.0286	35.5	9.7	18.4	19.4	31.3	30.9
SUBURBAN TOTAL	737.5	.2909	40.6	7.0	15.1	19.2	38.6	310.8
OTHER COUNTIES								
Baker	19.2	.0075	30.3	9.8	17.8	21.8	19.8	5.8
Calhoun	11.3	.0045	33.9	9.9	15.7	19.8	28.4	4.0
Charlotte	119.6	.0471	53.4	5.6	10.4	15.2	53.1	52.2
Citrus	100.1	.0395	50.6	5.3	10.4	16.2	50.7	43.6
Columbia	43.5	.0172	34.0	8.8	14.5	20.7	27.8	16.0
De Soto	24.9	.0098	37.0	9.1	14.3	12.7	33.9	8.5
Dixie	11.5	.0045	37.3	8.4	13.5	20.6	32.8	4.0
Flagler	31.4	.0124	46.3	6.0	11.0	17.4	46.3	13.0
Franklin	9.1	.0036	39.5	7.2	12.8	20.2	35.6	3.7
Gilchrist	10.1	.0040	34.1	12.9	13.1	19.9	28.9	3.5
Glades	7.7	.0030	40.5	6.7	14.9	18.6	38.1	2.9
Gulf	11.8	.0046	36.3	8.6	14.9	19.2	32.5	4.4
Hamilton	11.3	.0045	31.1	10.9	16.3	20.2	23.4	3.6
Hardee	19.8	.0078	33.2	9.5	13.4	18.7	28.9	6.4

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
WEST PALM BEACH–BOCA RATON–DELRAY BEACH	**8,509,363**	**1,483,165**	**897,176**	**1,019,992**	**491,050**	**2,057,207**	**395,541**
Palm Beach	8,509,363	1,483,165	897,176	1,019,992	491,050	2,057,207	395,541
• Boca Raton	988,805	243,906	162,816	42,105	101,020	21,315	66,360
Boynton Beach	437,275	91,234	49,106	108,273	14,748	5,593	24,336
• Delray Beach	1,036,143	111,951	65,841	34,537	31,068	585,028	35,392
• West Palm Beach	1,588,220	99,818	128,179	333,240	100,188	644,845	37,916
SUBURBAN TOTAL	4,896,195	1,027,490	540,340	610,110	258,774	806,019	255,873
OTHER COUNTIES							
Baker	54,830	25,091	3,891	3,430	1,587	4,528	2,578
Calhoun	45,812	11,973	3,131	2,751	894	8,170	3,029
Charlotte	653,498	167,564	65,350	70,853	38,747	94,125	34,717
Citrus	590,482	134,116	48,237	46,163	24,323	140,201	38,147
Columbia	373,832	83,251	41,589	53,117	15,967	72,015	8,312
De Soto	130,235	40,943	8,866	10,506	1,107	27,572	8,542
Dixie	42,272	15,643	2,867	1,303	1,510	7,304	1,677
Flagler	141,964	42,210	12,608	294	923	40,599	6,594
Franklin	38,439	18,825	3,250	1,548	690	4,834	1,593
Gilchrist	24,182	9,259	1,293	197	291	272	296
Glades	11,678	9,207	595	417	41	255	
Gulf	46,163	18,886	7,514	2,456	1,801	3,894	1,522
Hamilton	53,569	12,997	3,445	1,300	1,189	11,930	2,428
Hardee	120,866	43,844	4,839	12,976	1,939	29,068	2,093

#7

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The Palm Beach Post

Source: Bureau of Economic Analysis, U.S. Dept. of Commerce, April 1992.

Circle No. 151 on Reader Service Card

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

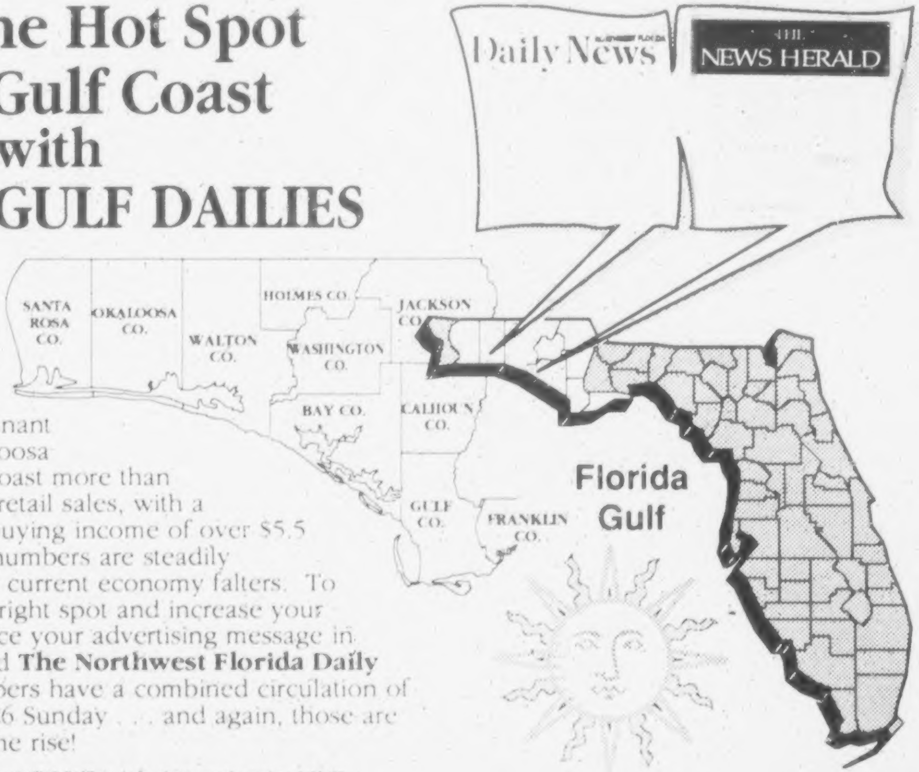
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Hendry	27.1	.0107	30.4	10.0	15.1	19.1	24.0	8.8	149,490	52,667	12,977	15,833	3,358	24,864	3,741
Highlands	72.2	.0285	51.3	5.5	10.2	14.2	51.2	31.2	512,871	115,733	26,972	60,159	56,108	168,999	19,440
Holmes	16.2	.0064	36.1	9.0	14.3	20.6	31.0	5.9	51,693	12,828	7,848	1,337	1,169	10,063	3 200
Indian River	95.1	.0375	44.2	6.6	12.5	17.3	44.0	40.1	746,009	196,249	62,638	73,725	40,479	144,167	44,191
Jackson	41.3	.0163	34.7	10.4	15.0	20.5	29.1	14.7	274,142	64,175	13,432	16,963	9,248	65,155	11,614
Jefferson	11.7	.0046	34.2	8.6	13.3	20.6	28.3	3.9	49,234	12,706	1,679	739	2,395	2,580	1,319
Lafayette	5.9	.0023	32.5	10.6	19.3	20.1	25.2	1.9	8,106	4,385	154		118	360	297
Lake	160.1	.0631	44.9	6.5	11.8	17.1	44.6	67.0	1,096,042	248,935	93,933	144,981	39,034	279,662	42,904
Levy	26.7	.0106	39.0	7.4	12.8	19.5	35.9	10.4	135,947	42,575	13,651	4,217	986	21,523	8,221
Liberty	6.0	.0023	32.8	10.8	18.9	21.3	24.6	1.8	13,179	6,168	670		111	905	366
Madison	17.0	.0067	32.8	10.2	15.4	19.1	27.4	5.7	64,734	16,398	2,403	1,276	2,974	4,624	8,346
Monroe	80.7	.0318	39.3	7.6	17.3	24.5	33.1	34.7	811,131	183,739	165,172	55,548	26,363	87,086	39,658
Okeechobee	31.4	.0124	34.6	8.8	14.2	18.2	31.3	10.8	208,649	71,566	24,148	32,206	6,131	20,734	7,863
Putnam	66.7	.0263	37.6	7.6	13.2	19.0	34.5	25.7	348,844	104,419	27,073	53,101	10,890	52,573	14,456
Sumter	32.4	.0128	40.6	8.2	12.7	17.2	39.5	12.5	156,528	43,650	16,510	11,002	2,650	13,415	3,221
Suwannee	27.3	.0107	37.0	8.0	12.7	19.8	32.9	10.3	132,513	38,933	11,380	8,547	1,162	28,984	14,108
Taylor	17.3	.0068	33.9	8.4	14.8	19.7	28.7	6.4	126,972	34,876	10,731	9,801	5,310	28,676	4,717
Union	10.2	.0041	31.7	8.9	23.1	23.8	18.5	2.6	17,375	7,660	105		469	1,371	1,062
Wakulla	14.8	.0059	34.6	7.8	14.4	23.9	25.6	5.4	46,897	21,309	4,077	2,562	2,200	5,178	135
Walton	28.8	.0113	38.4	7.4	13.9	20.3	34.5	11.2	122,269	45,343	12,773	2,768	2,672	14,705	5,547
Washington	17.2	.0068	37.7	8.3	12.6	19.9	33.8	6.5	53,634	27,311	4,469	1,165	1,327	2,021	4,975
TOTAL METRO COUNTIES	12,255.5	4.8320	36.6	9.2	16.1	20.3	32.1	4,870.0	102,116,829	19,195,265	10,832,786	11,826,892	5,430,646	23,711,674	4,554,386
TOTAL STATE	13,492.9	5.3199	36.9	9.1	15.8	20.1	32.7	5,359.1	109,570,910	21,180,699	11,552 056	12,530,333	5,706,809	25,134,086	4,905,995

Reach the Hot Spot of the Gulf Coast with FLORIDA GULF DAILIES

The Florida Gulf Dailies shine over a 10-county market that is one of the fastest growing markets in both Florida and the nation. The two dominant MSAs -- Bay and Okaloosa counties -- currently boast more than 70% of $3.1 billion in retail sales, with a combined consumer buying income of over $5.5 billion . . . and these numbers are steadily increasing even as the current economy falters. To reach this economic bright spot and increase your sales, you need to place your advertising message in **The News Herald** and **The Northwest Florida Daily News**. These two papers have a combined circulation of 76,019 daily and 88,926 Sunday . . . and again, those are numbers that are on the rise!

Sources: Audit Bureau of Circulation's "FAS FAX" Audit for three months ending 3/31/92
Sales & Marketing Management "1991 Survey of Buying Power."

Circle No. 152 on Reader Service Card



FLA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BRADENTON	3,140,641	26,626	22.5	30.8	18.2	16.0	.0870
Manatee	3,140,641	26,626	22.5	30.8	18.2	16.0	.0370
• Bradenton	623,515	26,656	21.8	31.0	20.1	13.4	.0232
SUBURBAN TOTAL	2,517,126	26,618	22.6	30.8	17.7	16.7	.0638
DAYTONA BEACH	5,093,123	25,187	23.4	30.0	17.0	14.7	.1484
Volusia	5,093,123	25,187	23.4	30.0	17.0	14.7	.1484
• Daytona Beach	772,179	19,283	28.3	26.7	11.3	10.0	.0349
SUBURBAN TOTAL	4,320,944	26,594	22.3	30.7	18.3	15.7	.1135
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH	22,008,705	31,839	17.4	25.6	18.9	26.2	.6032
Broward	22,008,705	31,839	17.4	25.6	18.9	26.2	.6032
Coral Springs	1,491,868	44,532	10.6	20.5	19.4	43.2	.0344
Davie	823,546	38,065	13.0	24.0	21.8	33.0	.0210
Deerfield Beach	835,944	28,424	19.4	27.0	18.4	20.9	.0220
• Fort Lauderdale	3,028,844	28,816	18.8	25.7	15.8	25.0	.1037
• Hollywood	2,059,439	28,887	19.3	26.6	17.7	22.0	.0628
Lauderhill	776,881	28,357	21.2	28.2	17.4	21.4	.0251
Margate	675,788	29,842	18.8	26.5	19.5	22.7	.0170
Miramar	589,757	37,399	14.3	23.5	23.0	30.8	.0132
Pembroke Pines	1,153,013	37,549	14.2	22.8	22.7	31.6	.0250
Plantation	1,475,458	43,548	10.6	21.5	20.1	42.3	.0400
• Pompano Beach	1,311,400	30,633	18.1	25.9	18.3	24.7	.0418
Sunrise	993,092	32,884	17.6	24.9	22.0	24.5	.0235
Tamarac	846,422	28,083	20.7	30.2	17.7	19.7	.0196
SUBURBAN TOTAL	15,609,022	32,904	16.8	25.6	19.6	27.1	.3949
FORT MYERS-CAPE CORAL	5,568,343	29,478	19.6	30.5	19.7	20.0	.1557
Lee	5,568,343	29,478	19.6	30.5	19.7	20.0	.1557
• Cape Coral	1,192,616	32,199	17.1	32.0	22.9	21.1	.0276
• Fort Myers	601,439	23,423	23.9	28.8	15.4	13.3	.0389
SUBURBAN TOTAL	3,774,288	29,718	19.4	30.6	19.5	20.9	.0892
FORT PIERCE	4,238,705	30,024	18.3	28.6	19.1	22.1	.1120
Martin	2,117,821	32,730	16.7	26.7	18.6	27.6	.0528
St. Lucie	2,120,884	28,438	19.5	30.0	19.5	18.1	.0592
• Fort Pierce	388,025	19,877	24.7	25.3	12.4	11.9	.0216
Port St. Lucie	824,772	33,140	15.6	33.0	24.1	21.8	.0192
SUBURBAN TOTAL	3,850,680	31,702	17.3	29.1	20.2	23.8	.0904
FORT WALTON BEACH	1,958,897	28,843	20.0	31.2	19.4	19.1	.0583
Okaloosa	1,958,897	28,843	20.0	31.2	19.4	19.1	.0583
• Fort Walton Beach	299,746	29,343	18.0	32.7	18.7	20.2	.0132
SUBURBAN TOTAL	1,659,151	28,741	20.3	31.0	19.6	18.9	.0451
GAINESVILLE	2,529,202	23,460	21.6	24.6	14.9	17.0	.0775
Alachua	2,290,817	23,261	21.6	23.9	14.8	17.4	.0706
• Gainesville	1,007,190	22,247	22.3	23.2	13.5	17.5	.0382
Bradford	238,385	25,240	21.0	31.6	15.7	13.7	.0069
SUBURBAN TOTAL	1,522,012	24,275	21.1	25.6	15.9	16.7	.0393
JACKSONVILLE	13,202,674	30,051	17.9	27.6	20.0	21.5	.3794
Clay	1,548,245	35,126	14.4	28.2	23.6	26.6	.0432
Duval	9,586,865	29,250	18.4	27.7	19.7	20.3	.2831
• Jacksonville	8,941,670	29,072	18.4	27.9	19.8	19.9	.2664
Nassau	583,111	29,305	19.3	26.4	20.1	19.7	.0159
St. Johns	1,484,453	30,724	17.9	27.9	17.4	25.3	.0372
SUBURBAN TOTAL	4,261,004	32,426	16.7	27.4	20.4	25.0	.1130

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FLORIDA TODAY

NEWS-PRESS

Represented by Gannett National Newspaper Sales.

Circle No. 153 on Reader Service Card

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
LAKELAND–WINTER HAVEN	**5,095,097**	**25,514**	**22.7**	**30.9**	**17.1**	**14.5**	**.1503**
Polk	5,095,097	25,514	22.7	30.9	17.1	14.5	.1503
• Lakeland	958,514	24,870	22.7	31.0	16.2	13.9	.0374
• Winter Haven	354,492	24,049	23.1	29.4	17.1	12.6	.0159
SUBURBAN TOTAL	3,782,091	25,821	22.7	30.9	17.4	14.8	.0970
MELBOURNE–TITUSVILLE–PALM BAY	**6,340,473**	**31,471**	**17.7**	**27.8**	**20.5**	**23.4**	**.1677**
Brevard	6,340,473	31,471	17.7	27.8	20.5	23.4	.1677
• Melbourne	837,586	27,030	20.4	28.6	19.8	16.1	.0310
• Palm Bay	838,516	31,103	17.5	31.0	23.7	18.5	.0196
• Titusville	594,054	29,551	19.1	27.9	20.1	20.9	.0175
SUBURBAN TOTAL	4,070,317	33,198	16.9	26.6	20.1	27.0	.0996
MIAMI–HIALEAH	**26,145,796**	**27,401**	**19.1**	**24.7**	**16.5**	**21.8**	**.7583**
Dade	26,145,796	27,401	19.1	24.7	16.5	21.8	.7583
Coral Gables	1,156,916	47,073	11.6	17.8	14.5	47.6	.0293
• Hialeah	1,708,732	23,967	22.6	29.3	16.5	12.8	.0582
• Miami	3,522,827	17,863	24.7	22.7	11.0	11.5	.1366
• Miami Beach	1,500,507	16,138	25.9	19.3	9.1	13.1	.0341
North Miami	667,976	24,950	22.6	30.9	16.2	14.5	.0210
SUBURBAN TOTAL	19,413,730	32,336	16.2	25.2	19.0	26.8	.5294
MIAMI–FORT LAUDERDALE CONSOLIDATED AREA	***48,154,507***	***39,302***	***18.3***	***25.1***	***17.6***	***23.7***	***1.3615***
NAPLES	**3,391,987**	**35,104**	**15.0**	**27.0**	**20.1**	**30.1**	**.0835**
Collier	3,391,987	35,104	15.0	27.0	20.1	30.1	.0835
• Naples	816,264	44,520	11.6	20.1	15.6	44.9	.0256
SUBURBAN TOTAL	2,575,723	34,013	15.6	28.4	20.9	27.3	.0579
OCALA	**2,395,763**	**23,116**	**25.7**	**31.1**	**15.3**	**11.4**	**.0727**
Marion	2,395,763	23,116	25.7	31.1	15.3	11.4	.0727
• Ocala	554,556	22,317	23.9	26.8	13.6	14.5	.0289
SUBURBAN TOTAL	1,841,207	23,308	26.3	32.3	15.7	10.5	.0438
ORLANDO	**16,778,120**	**32,102**	**17.0**	**28.4**	**20.6**	**24.2**	**.4867**
Orange	10,279,446	30,758	17.9	29.2	20.1	22.2	.3125
• Orlando	2,402,281	26,919	20.8	29.8	18.1	17.2	.0821
Osceola	1,465,554	28,982	20.1	31.5	21.2	17.2	.0436
Seminole	5,033,120	36,827	13.7	25.6	21.7	31.3	.1306
SUBURBAN TOTAL	14,375,839	33,153	16.3	28.2	21.1	25.5	.4046
PANAMA CITY	**1,615,762**	**25,525**	**21.9**	**29.8**	**17.2**	**15.1**	**.0612**
Bay	1,615,762	25,525	21.9	29.8	17.2	15.1	.0612
• Panama City	436,146	23,227	21.3	27.9	15.5	12.9	.0223
SUBURBAN TOTAL	1,179,616	26,396	22.2	30.4	17.9	16.0	.0289
PENSACOLA	**4,391,013**	**26,962**	**20.2**	**28.1**	**18.5**	**17.4**	**.1278**
Escambia	3,281,378	26,214	20.7	28.0	17.9	16.8	.1003
• Pensacola	866,737	26,380	19.7	24.9	16.3	20.9	.0289
Santa Rosa	1,109,635	29,334	18.6	28.6	20.4	19.4	.0275
SUBURBAN TOTAL	3,524,276	27,075	20.4	28.8	19.0	16.6	.0989
SARASOTA	**5,059,593**	**29,715**	**19.3**	**29.9**	**19.3**	**21.3**	**.1391**
Sarasota	5,059,593	29,715	19.3	29.9	19.3	21.3	.1391
• Sarasota	812,052	25,102	22.4	30.1	15.4	16.6	.0390
SUBURBAN TOTAL	4,247,541	30,807	18.6	29.9	20.1	22.3	.1001
TALLAHASSEE	**3,168,921**	**27,293**	**18.9**	**25.3**	**16.6**	**21.8**	**.0920**
Gadsden	342,853	19,817	25.9	25.9	14.1	9.5	.0110
Leon	2,826,068	28,620	17.8	25.1	17.0	23.0	.0810
• Tallahassee	1,728,655	24,625	20.2	24.7	14.5	19.6	.0569
SUBURBAN TOTAL	1,440,266	30,514	17.4	25.9	19.4	22.9	.0351

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
TAMPA-ST. PETERSBURG-CLEARWATER	**30,413,795**	**26,703**	**21.9**	**29.0**	**17.6**	**17.6**	**.8633**
Hernando	1,313,366	23,663	26.5	33.9	15.2	10.8	.0355
Hillsborough	12,103,314	29,001	19.2	27.5	19.0	20.8	.3393
• Tampa	3,794,413	23,688	22.8	27.1	15.4	15.1	.1330
Pasco	3,457,228	22,221	28.0	31.6	14.7	9.4	.1008
Pinellas	13,539,887	27,105	21.8	28.7	17.7	18.4	.3877
• Clearwater	1,656,072	27,213	21.5	28.3	17.2	19.5	.0763
Largo	982,864	24,985	24.8	32.1	17.2	12.9	.0275
Pinellas Park	568,769	26,840	22.4	32.2	19.1	14.4	.0178
• St. Petersburg	3,420,284	24,439	23.5	27.6	16.4	15.5	.1007
SUBURBAN TOTAL	21,543,026	27,582	21.4	29.7	18.3	18.3	.5533
WEST PALM BEACH-BOCA RATON-DELRAY BEACH	**17,625,264**	**32,926**	**16.7**	**25.7**	**19.0**	**27.7**	**.4496**
Palm Beach	17,625,264	32,926	16.7	25.7	19.0	27.7	.4496
• Boca Raton	1,734,479	42,509	11.6	21.4	18.1	41.8	.0448
Boynton Beach	806,186	29,119	19.4	30.0	19.1	19.9	.0219
• Delray Beach	1,025,662	31,666	17.5	26.2	17.1	27.3	.0348
• West Palm Beach	1,105,942	26,974	19.1	27.5	17.2	19.0	.0467
SUBURBAN TOTAL	13,759,181	32,942	16.9	25.8	19.4	27.3	.3233
OTHER COUNTIES							
Baker	184,993	26,613	18.9	30.5	20.7	13.2	.0049
Calhoun	108,735	20,405	23.7	29.3	11.5	10.2	.0032
Charlotte	1,667,805	25,838	23.3	34.1	17.4	13.8	.0426
Citrus	1,225,302	22,159	28.1	29.4	14.1	11.8	.0340
Columbia	437,081	22,073	25.2	27.3	16.4	10.7	.0156
De Soto	238,107	20,840	29.1	30.4	12.4	9.6	.0073
Dixie	84,906	15,113	29.2	23.9	9.5	4.7	.0027
Flagler	448,029	27,976	19.6	33.4	18.6	17.0	.0108
Franklin	94,727	19,020	24.4	25.8	12.4	9.5	.0027
Gilchrist	102,314	21,659	26.2	30.1	17.7	6.2	.0026
Glades	85,692	22,732	26.5	30.5	13.4	13.4	.0018
Gulf	115,386	22,111	22.7	26.8	17.8	10.6	.0033
Hamilton	86,933	17,229	23.6	28.5	9.6	6.9	.0030
Hardee	167,789	20,982	27.8	[illegible]	14.4	9.2	.0058
Hendry	266,051	25,311	22.7	29.0	17.3	15.0	.0081
Highlands	833,778	20,977	28.5	31.8	12.3	8.5	.0254
Holmes	141,362	18,393	28.9	25.7	11.6	8.2	.0040
Indian River	1,630,313	29,352	19.5	28.5	18.2	22.0	.0416
Jackson	413,394	20,617	23.5	26.0	14.3	10.9	.0134
Jefferson	112,114	22,879	21.5	27.6	15.6	13.1	.0032
Lafayette	61,736	23,333	21.3	29.0	14.3	13.8	.0015
Lake	1,972,719	23,975	25.3	31.8	16.0	12.4	.0571
Levy	249,445	19,391	26.8	27.8	12.7	8.1	.0077
Liberty	71,665	23,950	23.6	28.0	17.2	13.6	.0016
Madison	171,728	19,635	[illegible]	24.5	13.3	11.3	.0048
Monroe	1,430,589	29,077	19.8	29.0	17.9	21.7	.0389
Okeechobee	304,986	22,066	26.0	30.4	14.5	10.2	.0099
Putnam	682,275	21,119	26.0	26.4	14.9	11.1	.0201
Sumter	296,862	18,767	29.4	27.6	12.3	6.8	.0091
Suwannee	280,936	21,666	25.6	28.8	13.6	11.4	.0082
Taylor	174,194	22,117	23.3	25.9	15.5	12.9	.0056
Union	96,740	23,653	24.1	31.6	17.8	9.0	.0025
Wakulla	152,233	24,340	22.6	29.9	18.0	12.0	.0040
Walton	325,436	23,446	22.7	27.6	15.9	13.8	.0087
Washington	157,663	19,740	28.4	28.2	12.5	8.6	.0043
TOTAL METRO COUNTIES	**180,161,874**	**28,829**	**19.4**	**27.6**	**18.3**	**21.2**	**5.0637**
TOTAL STATE	**195,035,892**	**28,287**	**19.9**	**27.8**	**18.1**	**20.4**	**5.4837**

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*S & M.M. Survey of Buying Power, 1991
**Scarborough Study, 1991
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Georgia

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ALBANY	**111.7**	**.0441**	**30.2**	**11.0**	**15.5**	**20.9**	**21.7**	**39.1**	**830,125**	**177,524**	**71,090**	**131,853**	**46,737**	**160,592**	**25,990**
Dougherty	95.0	.0375	30.3	11.4	14.9	20.3	22.7	33.7	807,616	172,158	70,967	131,853	46,587	159,891	25,943
• Albany	77.1	.0304	29.8	11.6	15.1	19.5	22.7	27.6	787,751	166,364	69,706	131,408	44,681	159,861	24,456
Lee	16.7	.0066	29.8	9.0	18.2	24.3	16.2	5.4	12,509	5,366	123		150	701	47
SUBURBAN TOTAL	34.6	.0137	31.0	9.8	16.1	24.1	19.4	11.5	32,374	11,160	1,384	445	2,056	731	1,534
ATHENS	**159.8**	**.0629**	**29.1**	**19.8**	**16.2**	**19.9**	**20.5**	**59.0**	**1,049,549**	**182,789**	**108,668**	**134,920**	**44,883**	**175,098**	**42,494**
Clarke	88.6	.0349	25.9	28.1	16.3	17.3	17.8	33.6	812,221	130,423	91,941	131,178	31,850	133,935	33,140
• Athens	46.3	.0183	24.2	38.4	14.8	12.4	18.1	17.2	530,663	90,710	69,559	77,699	24,964	48,966	29,170
Jackson	31.1	.0122	33.4	9.8	16.2	21.9	25.5	11.1	161,390	38,989	12,789	3,683	5,211	35,134	8,005
Madison	21.7	.0085	33.2	9.7	16.5	22.8	24.2	7.9	32,947	11,541	971	59	800	4,320	297
Oconee	18.4	.0073	32.8	8.7	16.0	25.9	20.6	6.4	42,991	1,836	2,967		7,022	1,709	1,052
SUBURBAN TOTAL	113.5	.0446	31.7	12.2	16.9	23.0	21.4	41.8	518,886	72,079	39,109	57,221	19,919	126,132	13,324
ATLANTA	**3,003.8**	**1.1841**	**31.8**	**10.5**	**19.6**	**24.6**	**19.2**	**1,119.1**	**24,124,929**	**4,068,911**	**2,754,778**	**3,115,726**	**1,278,402**	**5,295,076**	**860,878**
Barrow	31.3	.0123	31.4	10.1	18.2	20.4	23.1	11.2	169,957	45,451	12,020	15,693	6,966	41,846	9,668
Butts	16.0	.0063	32.8	10.5	17.2	21.9	24.3	4.9	107,949	26,042	5,252	834	1,078	8,005	5,609
Cherokee	101.2	.0399	31.1	9.0	21.0	24.5	17.2	35.1	306,795	55,940	25,485	52,335	9,498	67,583	12,790
Clayton	187.7	.0740	30.2	11.4	19.9	23.5	17.0	67.5	1,848,925	302,054	135,404	308,787	98,018	560,220	60,574
Cobb	483.4	.1906	32.0	10.1	20.5	26.6	17.3	184.9	4,454,257	649,497	440,406	639,770	277,977	888,282	173,199
• Marietta	47.6	.0188	30.8	15.6	24.9	19.5	20.0	21.4	1,182,301	165,836	102,184	91,446	79,154	354,550	42,976
Coweta	56.9	.0224	32.3	9.4	16.3	22.7	23.0	20.0	284,600	64,673	19,705	35,427	7,781	82,059	12,582
De Kalb	566.4	.2233	32.2	11.4	20.1	23.9	20.6	216.5	5,196,334	839,571	472,030	671,517	259,370	1,250,192	174,950
Douglas	75.3	.0297	31.3	10.1	17.9	24.9	18.6	25.8	562,988	109,193	52,537	43,241	7,021	197,417	17,262
Fayette	69.3	.0273	34.6	7.7	13.6	30.2	19.3	23.4	276,658	97,881	20,019	33,087	8,217	26,839	13,270
Forsyth	47.8	.0188	33.1	9.4	18.1	24.5	22.0	17.3	209,366	62,627	14,759	38,485	6,529	41,479	10,592
Fulton	670.3	.2643	32.3	11.7	18.9	23.5	21.4	266.0	5,864,141	885,772	1,069,924	577,864	319,262	1,084,280	197,199
• Atlanta	407.0	.1605	31.8	12.8	18.6	21.4	22.7	161.0	3,447,010	496,335	626,836	441,864	203,352	485,178	109,873
Roswell	49.5	.0195	34.0	9.0	17.3	29.8	18.5	18.8	633,408	74,184	54,388	24,353	39,684	274,045	18,740
Gwinnett	391.4	.1543	30.7	9.4	22.0	26.5	13.9	140.6	3,220,168	563,903	339,483	524,131	230,555	589,123	97,416
Henry	64.1	.0253	32.2	9.1	18.2	23.6	21.3	21.9	217,071	49,287	30,990	22,180	4,504	46,703	16,123
Newton	43.5	.0171	31.6	11.3	16.0	20.9	23.5	15.0	220,445	52,696	19,239	35,321	5,552	50,365	8,054
Paulding	45.0	.0177	30.1	10.4	20.3	21.7	18.3	15.5	185,561	56,353	11,182	20,197	3,072	57,667	7,162
Rockdale	58.3	.0230	32.4	9.3	16.6	25.1	20.5	19.7	476,160	98,421	44,492	31,259	13,133	175,507	19,976
Spalding	55.9	.0221	32.4	9.8	15.8	21.2	24.7	19.9	384,465	75,570	27,569	57,382	14,135	93,669	16,677
Walton	40.0	.0157	32.2	10.2	16.2	21.6	24.0	13.9	139,089	33,980	14,282	8,216	5,734	33,840	7,775
SUBURBAN TOTAL	2,549.2	1.0048	31.8	10.1	19.5	25.2	18.6	936.7	19,495,618	3,406,740	2,025,758	2,582,416	995,896	4,455,348	708,029

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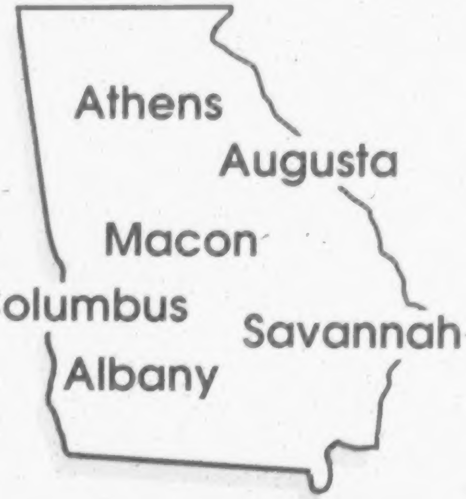

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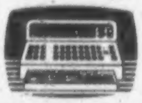
POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP



METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
AUGUSTA	**404.1**	**.1593**	**31.6**	**10.6**	**17.1**	**21.9**	**22.2**	**145.4**	**2,929,097**	**584,180**	**286,600**	**458,259**	**134,434**	**602,188**	**120,500**
Columbia	70.8	.0280	31.2	8.4	17.5	26.6	16.7	23.4	338,374	95,224	28,713	21,063	16,367	72,032	8,400
McDuffie	20.5	.0080	32.5	9.2	15.0	21.5	24.8	7.4	139,748	32,455	17,772	9,483	7,335	30,056	7,981
Richmond	189.1	.0746	30.7	12.4	17.8	20.2	22.2	68.6	1,682,805	252,133	168,263	319,275	90,779	347,141	76,506
• Augusta	44.5	.0175	34.2	11.0	15.7	17.4	31.4	18.8	625,015	119,143	62,841	90,051	26,226	159,441	28,808
Aiken, S. C.	*123.7*	*.0487*	*33.0*	*9.4*	*16.2*	*21.7*	*25.1*	*46.0*	*768,170*	*204,368*	*71,852*	*108,438*	*19,953*	*152,959*	*27,613*
SUBURBAN TOTAL	359.6	.1418	31.3	10.6	17.3	22.4	21.1	126.6	2,304,082	465,037	223,759	368,208	108,208	442,747	91,692
COLUMBUS	**246.7**	**.0972**	**30.5**	**13.0**	**17.5**	**19.3**	**22.9**	**87.7**	**1,686,624**	**320,702**	**170,745**	**229,423**	**78,845**	**374,750**	**64,455**
Chattahoochee	17.0	.0067	22.8	31.1	23.2	13.6	3.5	2.9	4,148	1,500	28			59	
Muscogee	182.3	.0719	31.1	12.1	17.4	19.6	23.6	67.0	1,521,195	269,369	151,213	210,352	75,304	353,159	50,992
• Columbus	181.7	.0716	31.1	12.1	17.5	19.5	23.6	66.8	1,521,176	269,366	151,211	210,349	75,304	353,154	50,991
Russell, Ala.	*47.4*	*.0186*	*33.4*	*10.1*	*15.4*	*20.2*	*27.4*	*17.8*	*161,281*	*49,833*	*19,504*	*19,071*	*3,541*	*21,532*	*13,463*
SUBURBAN TOTAL	65.0	.0256	29.0	15.6	17.5	18.4	21.2	20.9	165,448	51,336	19,534	19,074	3,541	21,596	13,464
MACON-WARNER ROBINS	**286.8**	**.1131**	[illegible]	**10.4**	**16.7**	**21.3**	**24.0**	**105.3**	**2,140,222**	**376,109**	**213,004**	**277,251**	**91,107**	**501,017**	**86,109**
Bibb	151.9	.0599	32.9	10.4	16.2	20.6	26.0	57.1	1,380,711	224,751	140,109	201,882	69,993	287,438	63,502
• Macon	108.0	.0426	32.6	11.1	15.8	18.8	27.5	41.8	1,317,105	217,184	132,637	197,840	65,893	271,908	63,316
Houston	92.0	.0363	31.4	9.7	18.4	22.1	21.3	33.4	599,115	116,303	60,407	73,035	18,517	153,935	16,384
• Warner Robins	45.1	.0178	31.3	10.1	18.8	21.1	21.9	17.2	466,775	93,640	42,427	64,052	16,509	121,823	10,852
Jones	21.1	.0083	32.5	9.2	16.8	23.4	22.5	7.5	27,149	9,345	2,052	181	255	10,574	567
Peach	21.8	.0086	30.4	14.4	14.9	20.1	23.0	7.3	133,247	25,710	10,436	2,153	2,342	49,070	7,656
SUBURBAN TOTAL	133.7	.0527	32.2	9.9	17.0	23.4	21.9	46.3	356,342	65,285	37,940	15,359	8,705	107,286	13,942
SAVANNAH	**247.5**	**.0975**	**32.3**	**10.6**	**16.9**	**20.5**	**24.9**	**91.5**	**1,912,718**	**373,100**	**197,581**	**274,396**	**102,833**	**392,641**	**82,953**
Chatham	220.4	.0869	32.5	10.7	16.8	20.3	25.5	82.2	1,823,957	343,023	195,052	259,416	101,254	360,700	82,341
• Savannah	139.7	.0551	31.9	11.5	16.6	18.7	26.1	52.7	1,481,102	266,696	149,988	255,062	88,872	287,513	65,117
Effingham	27.1	.0106	30.3	9.5	17.2	22.2	19.7	9.3	88,761	30,077	2,529	14,980	1,579	31,941	612
SUBURBAN TOTAL	107.8	.0424	32.8	9.4	17.1	23.0	23.2	38.8	431,616	106,404	47,593	19,334	13,961	105,128	17,836
OTHER COUNTIES															
Appling	15.9	.0063	32.7	9.5	14.7	21.3	25.5	6.0	77,348	20,963	7,952	1,056	5,512	19,109	5,419
Atkinson	6.2	.0024	31.2	10.4	14.8	19.3	25.1	2.2	16,047	7,893	562	63	291	581	2,633
Bacon	9.6	.0038	32.0	10.1	13.9	20.3	25.5	3.5	50,381	14,129	3,077	996	221	15,414	6,116
Baker	3.6	.0014	32.3	9.7	14.3	19.8	26.3	1.3	2,218	1,006		50	176	321	
Baldwin	40.0	.0158	32.2	13.1	18.7	21.4	23.4	12.3	248,092	60,714	21,705	29,003	13,552	39,424	11,931
Banks	10.7	.0042	33.5	10.1	15.3	23.0	24.8	3.9	32,315	3,825	5,205	145	340	2,545	1,283
Bartow	59.2	.0234	31.9	10.5	17.0	21.8	23.0	21.3	326,066	72,118	31,449	35,167	11,422	70,387	10,878
Ben Hill	16.3	.0064	32.6	8.5	14.1	19.9	26.7	6.0	91,647	34,157	4,671	8,519	4,475	10,382	4,756
Berrien	14.4	.0057	33.4	9.8	14.6	20.5	27.1	5.2	72,005	24,284	2,928	296	2,392	24,878	3,905
Bleckley	10.5	.0041	33.2	12.0	14.0	19.8	27.7	3.8	42,049	13,005	3,293	461	2,229	6,762	4,933
Brantley	11.6	.0046	31.3	9.8	15.3	22.1	22.3	4.0	13,863	6,088	1,057		946	424	360
Brooks	15.4	.0061	32.5	9.4	13.8	18.1	28.5	5.4	44,753	19,165	1,805	727	1,390	9,965	2,431
Bryan	17.2	.0067	30.1	9.0	16.5	23.8	18.0	5.7	65,733	28,297	5,099	108	436	679	3,314
Bulloch	44.1	.0174	26.6	24.6	[illegible]	17.5	21.2	15.4	248,590	47,841	27,362	50,302	14,536	46,789	10,632
Burke	20.6	.0082	29.8	9.3	15.1	18.9	23.2	7.0	69,298	26,114	4,988	868	2,712	13,175	5,509
Calhoun	4.8	.0019	33.9	8.5	13.8	18.1	30.4	1.8	15,129	8,378	351	123	698	2,972	1,178
Camden	32.8	.0129	27.4	13.7	22.9	19.7	12.9	10.5	157,466	32,308	17,326	24,244	3,307	25,925	4,527
Candler	7.8	.0031	35.3	9.6	12.6	20.4	30.1	2.9	44,622	12,958	2,351	385	942	9,849	3,871
Carroll	74.6	.0294	30.8	13.6	16.1	20.9	22.3	26.4	423,534	130,152	28,992	46,127	13,068	60,829	20,585
☐ Catoosa	43.6	.0172	34.4	9.3	15.4	23.2	25.9	16.1	230,704	65,015	22,707	41,793	10,680	20,758	9,216
Charlton	8.7	.0034	30.6	9.7	15.9	19.0	24.0	2.9	33,586	10,370	2,711	2,063	317	8,203	2,562
Chattooga	22.3	.0088	35.4	9.7	14.0	20.3	30.2	8.5	114,322	31,188	5,176	17,627	1,187	30,625	6,594
Clay	3.4	.0014	34.6	8.5	12.6	17.7	31.8	1.2	9,046	3,991	457	93	45	418	1,416
Clinch	6.0	.0023	32.0	9.6	14.3	21.0	24.8	2.2	25,513	9,751	320	1,454	746	6,349	2,944
Coffee	30.2	.0119	30.9	10.6	15.7	20.3	23.2	10.8	216,327	79,817	12,312	22,642	7,414	36,605	9,023
Colquitt	36.8	.0145	33.1	10.1	13.8	20.1	27.3	13.0	189,206	51,685	12,631	22,856	5,405	38,870	9,748
Cook	13.5	.0053	33.0	10.1	13.7	19.3	27.9	4.8	68,874	17,109	5,581	982	2,095	12,070	3,602
Crawford	9.2	.0036	32.0	9.5	17.1	21.7	23.1	3.1	7,658	4,498	85	131	47	383	
Crisp	20.0	.0079	33.1	8.6	13.7	20.0	27.4	7.3	161,495	36,780	16,560	20,864	5,280	17,443	8,771
☐ Dade	13.3	.0053	33.1	11.3	15.3	22.2	24.9	4.7	57,743	20,782	4,092	1,399	378	5,909	1,582
Dawson	10.4	.0041	32.2	9.1	18.2	22.2	22.6	3.7	14,567	5,004	709		258	1,368	1,270
Decatur	25.5	.0100	31.9	9.5	15.1	19.4	25.9	9.0	139,728	33,766	10,074	10,145	6,983	32,204	7,985
Dodge	17.5	.0069	34.3	10.2	14.7	20.7	28.3	6.4	98,010	24,619	10,828	10,149	4,412	10,226	6,107
Dooly	9.6	.0038	33.2	8.7	13.4	19.4	28.1	3.4	31,922	5,788	987	231	358	9,963	1,983
Early	11.6	.0046	33.9	8.5	12.5	18.9	29.7	4.1	53,094	17,488	2,806	921	708	8,017	4,957
Echols	2.3	.0009	31.1	10.0	15.8	20.1	23.8	.8	880	722	32				
Elbert	19.0	.0075	34.9	8.9	14.2	20.1	29.7	7.1	138,327	23,846	6,410	4,753	1,156	69,404	8,237
Emanuel	20.6	.0082	32.7	8.7	14.0	19.5	27.2	7.4	102,279	30,533	5,855	1,509	3,784	19,254	7,309
Evans	8.8	.0034	32.6	9.1	15.1	18.5	27.8	3.2	49,054	8,224	3,263	985	1,881	18,101	3,854
Fannin	16.3	.0065	39.4	7.6	12.8	20.7	35.7	6.5	84,583	23,242	6,225	[illegible]	1,882	10,647	4,285
Floyd	81.9	.0323	35.0	10.9	14.9	20.6	29.4	30.7	588,444	103,305	52,798	106,860	20,765	145,618	29,087
Franklin	17.0	.0067	36.5	10.3	13.8	20.5	31.5	6.5	126,352	30,615	6,184	3,169	3,816	40,502	3,891
Gilmer	13.9	.0055	36.0	9.2	14.0	21.2	30.3	5.3	86,259	22,071	9,105	13,708	2,753	20,800	2,770
Glascock	2.3	.0009	38.0	8.4	13.5	20.5	33.8	.8	3,152	1,345	594	121		103	
Glynn	63.7	.0251	34.5	9.2	15.3	21.2	28.1	24.4	568,556	115,162	68,829	70,664	26,661	76,706	24,108
Gordon	35.9	.0142	32.9	10.1	16.2	22.2	24.3	13.0	243,818	46,396	26,441	15,479	25,946	36,757	11,715
Grady	20.3	.0080	33.4	9.3	14.6	19.9	27.8	7.4	128,616	20,165	4,329	8,036	3,480	19,398	4,879
Greene	12.0	.0047	32.9	8.9	13.1	19.7	27.5	4.1	51,552	18,365	2,595	562	2,005	6,940	3,259
Habersham	28.1	.0111	33.9	13.1	14.5	20.4	28.0	10.2	167,146	34,766	13,443	14,110	7,871	34,664	9,502
Hall	99.0	.0390	32.7	10.9	17.2	22.1	24.0	36.0	728,814	137,603	59,736	113,202	27,516	174,774	30,451

METRO & COUNTY TOTALS

GA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Hancock	8.8	.0035	31.4	9.5	13.8	18.5	26.6	3.0	12,999	6,074	372	206	362	706	3,054
Haralson	22.4	.0088	34.1	9.8	14.8	20.9	27.7	8.4	114,251	28,875	5,005	15,488	2,174	27,453	6,007
Harris	18.3	.0072	36.0	8.3	14.5	23.6	28.2	6.6	29,966	9,410	2,412	646	2,165	6,917	1,294
Hart	19.9	.0079	36.1	9.3	14.2	20.0	31.6	7.6	83,493	19,197	6,218	2,060	3,761	13,937	5,999
Heard	9.0	.0035	32.6	9.7	15.4	21.2	25.1	3.3	19,807	14,119	658	594	84	767	1,743
Irwin	8.6	.0034	33.9	9.0	13.5	18.9	29.7	3.1	27,760	4,813	1,776	749	2,842	10,760	1,816
Jasper	8.8	.0035	34.1	8.5	14.5	21.1	27.5	3.2	24,390	9,760	1,179	377	247	7,293	298
Jeff Davis	12.2	.0048	32.3	10.8	15.0	21.1	24.8	4.4	59,755	18,685	1,464	5,448	2,694	11,281	3,658
Jefferson	17.2	.0068	31.8	10.2	13.7	19.1	26.6	6.1	65,277	21,887	2,842	3,643	3,188	15,781	7,145
Jenkins	8.1	.0032	33.1	9.1	13.9	19.4	28.0	2.9	26,853	12,372	786	2,021	1,091	3,041	2,778
Johnson	8.3	.0033	33.1	9.1	14.1	18.0	29.3	3.0	19,569	7,985	1,060	402	933	4,005	1,494
Lamar	13.4	.0053	33.9	10.4	14.7	20.8	27.5	4.8	43,745	12,076	3,540	898	1,059	14,401	4,021
Lanier	5.5	.0021	31.9	10.1	15.5	19.9	25.2	2.0	25,204	8,184	713	972	2,535	2,105	5,463
Laurens	40.3	.0159	33.4	9.3	14.7	20.3	27.3	14.7	277,142	54,455	20,125	38,721	9,265	58,077	12,862
Liberty	54.6	.0215	23.9	22.6	22.6	14.8	9.0	15.7	175,657	36,384	21,805	28,643	10,401	26,873	4,154
Lincoln	7.5	.0030	34.9	9.2	14.0	20.4	29.6	2.7	14,475	3,724	854	388	187	1,324	1,556
Long	6.3	.0025	27.4	15.3	16.3	18.5	19.1	2.2	2,764	1,501	225		44	273	
Lowndes	76.8	.0303	29.4	14.2	17.1	19.8	20.6	26.6	668,833	124,057	63,605	84,710	40,860	108,949	31,296
Lumpkin	15.2	.0060	30.8	15.7	16.5	20.0	23.1	5.2	68,664	12,211	8,192	888	1,333	27,959	4,433
McIntosh	8.8	.0035	33.5	9.0	15.0	20.1	27.7	3.2	40,303	16,023	1,540	231	269	6,922	2,106
Macon	13.1	.0052	31.4	9.1	14.2	19.3	25.5	4.4	47,190	17,921	2,785	864	2,397	5,044	3,503
Marion	5.6	.0022	32.6	9.6	15.5	20.6	25.6	2.0	11,771	3,104	822	600	53	2,081	3,214
Meriwether	22.5	.0089	32.3	10.2	14.5	19.3	26.7	7.7	91,665	24,067	5,240	4,994	1,235	27,023	5,071
Miller	6.3	.0025	35.4	8.8	12.9	19.2	31.3	2.3	22,685	8,315	311	725	1,397	4,044	1,247
Mitchell	20.1	.0079	31.1	9.6	13.9	18.8	25.8	6.8	77,132	28,637	4,742	5,776	3,458	10,841	6,991
Monroe	17.6	.0070	33.5	9.6	15.6	22.7	24.9	6.0	77,205	20,642	9,887	5,277	5,316	19,786	4,157
Montgomery	7.4	.0029	31.5	13.3	15.9	19.1	25.3	2.5	62,004	29,848	1,553	492	1,370	17,124	6,289
Morgan	13.1	.0051	33.2	9.2	15.7	20.5	26.6	4.4	64,412	17,620	6,558	983	1,421	11,003	3,732
Murray	27.5	.0109	30.8	10.9	17.9	21.7	20.7	9.9	82,348	48,128	6,716	2,422	948	11,039	3,211
Oglethorpe	9.9	.0039	34.0	9.5	15.9	22.1	26.3	3.6	23,045	4,844	802		138	11,608	2,538
Pickens	15.0	.0059	34.9	9.8	15.2	21.5	28.3	5.6	143,422	20,053	5,187	2,022	1,135	88,994	6,314
Pierce	13.6	.0054	33.7	9.2	14.4	22.5	25.6	4.9	59,825	10,478	4,753	1,902	1,527	8,832	2,260
Pike	10.5	.0041	34.1	8.9	15.0	21.9	26.8	3.6	14,384	8,417	2,145	297	125	992	714
Polk	34.2	.0135	34.3	9.8	14.7	20.2	28.7	12.7	160,043	49,760	10,910	17,565	6,287	31,002	13,537
Pulaski	7.9	.0031	35.7	8.5	13.4	20.5	30.5	3.1	40,422	12,407	2,765	463	1,907	11,698	3,712
Putnam	14.7	.0058	34.7	9.3	15.3	20.7	28.8	5.4	45,047	19,196	3,140	1,950	3,434	2,375	4,110
Quitman	2.2	.0009	36.5	9.7	12.1	18.6	33.3	.9	3,589	1,389	81	106		1,961	
Rabun	12.0	.0047	39.8	8.1	12.6	21.7	35.4	4.8	78,733	24,431	6,437	1,311	1,680	14,949	3,303
Randolph	7.9	.0031	32.5	10.8	12.7	17.0	29.8	2.8	24,897	10,474	2,699	331	970	1,434	2,055
Schley	3.6	.0014	32.7	11.3	13.0	21.2	25.8	1.3	11,444	5,267	120	102	44	1,628	229
Screven	13.8	.0054	33.3	8.7	14.3	19.9	27.6	5.0	44,001	14,745	2,614	1,985	1,302	7,740	3,805
Seminole	8.9	.0035	34.0	10.3	14.5	18.6	29.9	3.1	38,252	16,185	2,013	1,508	917	6,872	2,304
Stephens	23.6	.0093	35.4	11.2	14.0	21.2	29.4	9.1	178,112	32,831	10,586	12,578	5,982	67,726	9,307
Stewart	5.5	.0022	34.6	9.8	13.2	18.8	30.7	2.0	15,305	7,409	768	68	187	321	1,917
Sumter	30.0	.0118	30.9	12.0	14.6	19.1	24.9	10.4	188,683	41,557	11,998	20,557	4,384	18,037	6,343
Talbot	6.7	.0026	34.2	8.9	15.0	21.0	27.8	2.4	9,942	5,720	44	320	194	237	1,321
Taliaferro	1.9	.0008	36.2	8.0	12.7	17.5	34.0	.7	3,223	314	43		54	112	
Tattnall	17.6	.0069	33.5	9.9	18.3	20.5	26.8	5.7	62,532	20,069	2,416	2,500	1,282	11,314	6,597
Taylor	7.6	.0030	33.2	9.9	14.7	19.0	28.3	2.8	25,727	7,784	1,207	311	619	5,174	2,030
Telfair	10.9	.0043	34.5	8.9	13.9	18.5	30.7	4.0	42,632	15,296	3,598	2,063	4,284	2,630	4,752
Terrell	10.5	.0041	33.5	8.7	13.4	19.1	28.9	3.7	38,236	13,632	1,108	444	661	7,523	3,169
Thomas	39.2	.0155	33.5	8.7	14.5	20.4	27.4	14.5	263,414	69,683	15,161	32,726	7,150	67,344	11,833
Tift	35.4	.0140	31.0	11.7	15.3	20.5	23.4	12.4	314,976	64,773	24,345	33,045	8,216	71,701	10,800
Toombs	24.4	.0096	32.4	8.9	15.3	20.7	25.4	9.0	139,791	27,332	9,935	28,163	7,204	20,596	16,276
Towns	6.8	.0027	43.6	10.6	11.3	17.4	43.2	2.8	24,518	3,458	3,899	342	546	3,751	2,313
Treutlen	6.2	.0024	33.6	9.8	13.4	18.9	29.2	2.2	13,702	7,469	1,591	88	172	463	2,022
Troup	56.0	.0221	32.8	9.9	15.3	20.2	26.5	20.6	396,846	72,472	35,474	46,049	24,262	67,055	18,153
Turner	8.5	.0033	31.8	9.9	12.6	19.0	27.0	3.0	34,309	12,554	2,229	1,882	507	12,177	1,062
Twiggs	9.7	.0039	31.0	9.6	16.0	19.8	23.8	3.3	8,843	5,768	168		78	559	1,119
Union	12.5	.0049	39.8	8.2	12.5	20.4	36.4	4.9	53,769	16,890	3,699	3,143	1,541	5,625	6,336
Upson	26.4	.0104	35.3	9.2	14.7	19.9	30.6	9.9	130,590	35,312	14,148	17,729	5,248	17,304	9,733
☐ Walker'	59.0	.0233	35.0	8.9	15.1	21.8	28.2	22.0	229,882	56,352	8,430	10,876	8,639	40,235	8,784
Ware	35.0	.0138	34.9	9.0	14.2	20.7	29.1	12.9	261,985	75,380	20,687	43,137	16,166	45,907	15,110
Warren	6.0	.0024	34.0	9.2	13.8	18.6	30.0	2.1	10,815	4,778	409	297	295	1,221	1,263
Washington	19.2	.0076	32.4	8.9	15.6	19.7	26.2	6.8	105,349	27,328	5,047	5,575	5,030	23,169	5,662
Wayne	23.2	.0091	33.0	9.0	14.9	21.6	25.4	8.0	134,505	30,239	10,800	8,731	14,870	26,968	12,530
Webster	2.2	.0009	33.7	9.4	14.4	19.8	28.3	.8	1,292			272		242	
Wheeler	4.9	.0019	34.6	9.4	12.2	20.4	29.2	1.8	9,633	6,022	657		326	1,101	
White	13.6	.0054	37.4	9.6	13.6	22.2	31.4	5.1	110,042	19,673	13,401	7,914	628	25,006	4,784
Whitfield	74.0	.0291	32.6	10.9	16.6	22.5	23.6	27.4	615,785	134,412	51,745	83,879	66,709	126,090	19,164
Wilcox	7.0	.0028	35.2	8.5	12.6	19.6	30.8	2.5	13,855	7,089	307	1,441	668	361	1,452
Wilkes	10.4	.0041	35.9	8.0	14.1	20.2	31.2	4.0	63,348	15,474	3,231	3,175	1,490	13,816	5,261
Wilkinson	10.2	.0040	31.4	10.2	15.8	19.1	25.2	3.6	23,891	10,318	1,153	215	152	4,480	1,213
Worth	19.9	.0079	31.7	9.6	14.7	20.9	24.3	7.0	63,938	23,641	3,231	2,604	799	16,131	5,087
TOTAL METRO COUNTIES	**4,405.5**	**1.7367**	**31.7**	**11.0**	**18.7**	**23.4**	**20.4**	**1,626.1**	**34,282,142**	**5,971,263**	**3,746,339**	**4,548,387**	**1,773,444**	**7,393,773**	**1,263,886**
TOTAL STATE	**6,708.7**	**2.6451**	**31.9**	**11.8**	**17.5**	**23.4**	**23.2**	**2,451.4**	**46,910,489**	**9,115,269**	**4,743,524**	**5,819,539**	**2,319,119**	**9,951,630**	**1,946,537**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBANY	**1,160,468**	**24,363**	**20.5**	**25.8**	**17.4**	**15.0**	**.0379**
Dougherty	974,593	23,259	21.2	25.7	16.5	14.1	.0339
• Albany	767,335	21,656	21.8	25.3	14.8	13.1	.0294
Lee	185,895	31,652	16.0	27.1	23.4	20.7	.0040
SUBURBAN TOTAL	393,153	31,489	17.2	27.4	23.8	19.5	.0085
ATHENS	**1,822,078**	**24,026**	**21.5**	**25.9**	**16.0**	**15.9**	**.0544**
Clarke	994,448	21,256	22.5	23.8	13.1	15.5	.0338
• Athens	422,294	15,126	24.4	20.1	10.2	9.6	.0181
Jackson	344,590	26,563	21.4	30.9	18.8	14.4	.0097
Madison	218,579	24,094	23.5	28.3	20.1	9.9	.0051
Oconee	264,461	34,580	14.1	25.8	21.5	27.8	.0058
SUBURBAN TOTAL	1,399,784	27,736	20.2	28.5	18.4	18.5	.0363
ATLANTA	**48,579,858**	**36,536**	**13.1**	**24.7**	**21.4**	**30.9**	**1.2851**
Barrow	344,040	27,749	17.9	30.2	21.5	14.1	.0099
Butts	167,017	25,272	21.4	32.1	15.6	15.6	.0052
Cherokee	1,464,205	39,239	11.7	23.2	24.8	32.3	.0326
Clayton	2,606,431	35,378	13.5	27.8	25.6	25.1	.0801
Cobb	8,561,861	40,198	11.1	24.5	22.5	35.8	.2263
• Marietta	715,295	27,269	19.6	31.0	18.5	16.6	.0328
Coweta	762,894	32,766	16.5	24.7	20.5	25.6	.0193
De Kalb	9,315,270	36,126	13.4	26.2	21.3	30.3	.2551
Douglas	1,049,717	37,987	12.4	25.7	25.7	29.5	.0293
Fayette	1,255,981	49,541	7.6	17.6	21.6	49.3	.0268
Forsyth	757,512	38,498	12.3	23.8	23.2	32.5	.0174
Fulton	11,696,424	30,733	16.0	23.2	15.8	28.2	.3062
• Atlanta	5,929,791	23,598	19.5	23.0	13.4	20.0	.1684
Roswell	1,119,653	51,333	7.9	18.6	18.2	51.6	.0293
Gwinnett	6,682,112	43,303	8.8	22.7	25.9	38.4	.1734
Henry	932,518	39,697	10.7	23.8	26.3	32.1	.0211
Newton	517,044	29,806	16.7	29.1	19.5	20.5	.0140
Paulding	548,908	33,547	13.6	29.3	26.4	20.5	.0141
Rockdale	860,358	38,538	11.0	25.3	25.9	30.6	.0239
Spalding	590,276	25,360	21.2	28.6	18.2	14.3	.0186
Walton	467,290	28,883	16.9	27.9	20.1	18.9	.0118
SUBURBAN TOTAL	41,934,772	38,743	11.8	24.8	22.9	33.1	1.0839
AUGUSTA	**4,886,002**	**28,253**	**18.2**	**26.8**	**19.6**	**18.9**	**.1456**
Columbia	1,049,320	40,109	11.3	23.1	24.5	34.3	.0253
McDuffie	206,820	22,283	23.4	24.4	18.0	12.1	.0067
Richmond	2,177,012	25,741	19.5	28.9	17.6	15.5	.0718
• Augusta	452,253	16,199	23.4	22.4	8.9	10.6	.0199
Aiken, S. C.	*1,452,850*	*27,685*	*18.8*	*26.1*	*20.3*	*17.3*	*.0418*
SUBURBAN TOTAL	4,433,749	30,015	17.4	27.5	21.2	20.1	.1257
COLUMBUS	**2,754,110**	**24,366**	**22.0**	**28.0**	**16.9**	**14.4**	**.0841**
Chattahoochee	140,167	24,275	25.3	43.2	16.3	6.3	.0033
Muscogee	2,115,412	24,576	22.3	27.3	16.9	15.2	.0677
• Columbus	2,108,742	24,616	22.2	27.4	16.9	15.2	.0677
Russell, Ala.	*498,531*	*23,630*	*20.2*	*27.8*	*16.9*	*13.0*	*.0131*
SUBURBAN TOTAL	645,368	23,667	21.2	29.9	16.7	12.0	.0164
MACON-WARNER ROBINS	**3,608,984**	**28,788**	**17.8**	**25.7**	**19.6**	**20.1**	**.1062**
Bibb	1,892,153	25,994	19.2	24.3	16.8	19.2	.0600
• Macon	1,201,374	21,676	21.7	24.5	14.1	14.5	.0463
Houston	1,224,715	33,286	15.7	27.7	24.6	22.1	.0336
• Warner Robins	584,903	31,685	16.9	29.3	24.7	18.7	.0191
Jones	268,228	30,573	15.9	27.9	20.4	21.7	.0057
Peach	223,866	25,339	17.6	25.6	17.7	16.0	.0069
SUBURBAN TOTAL	1,822,707	34,097	14.5	25.4	22.7	25.7	.0408
SAVANNAH	**3,062,604**	**27,537**	**18.8**	**26.9**	**18.8**	**18.4**	**.0920**
Chatham	2,738,840	26,957	19.1	27.0	18.2	18.0	.0841
• Savannah	1,495,626	22,702	21.7	26.7	15.7	13.1	.0555
Effingham	323,764	32,767	15.6	26.4	23.7	22.3	.0079
SUBURBAN TOTAL	1,566,978	34,284	14.8	27.2	23.0	25.7	.0365
OTHER COUNTIES							
Appling	159,751	22,554	21.9	28.6	15.6	11.3	.0047
Atkinson	48,957	18,506	24.4	27.6	10.4	8.7	.0014
Bacon	85,372	19,166	24.4	26.5	10.9	10.7	.0027
Baker	32,743	20,379	25.7	25.4	16.7	8.8	.0008
Baldwin	392,420	25,080	21.3	27.0	18.1	14.7	.0125
Banks	123,798	27,355	20.0	28.6	20.1	16.1	.0030
Bartow	668,112	27,397	20.5	30.8	19.7	15.3	.0191
Ben Hill	150,749	19,953	26.0	26.1	12.5	11.3	.0047
Berrien	124,564	20,297	26.3	29.0	14.4	7.2	.0041
Bleckley	119,128	25,205	20.5	26.2	16.6	17.8	.0031
Brantley	102,697	22,242	23.1	30.8	15.8	8.6	.0026

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Brooks	130,640	20,200	23.3	29.2	14.2	7.1	.0037
Bryan	188,754	29,069	17.8	29.0	20.4	18.5	.0050
Bulloch	426,354	21,453	22.0	26.2	13.6	12.8	.0132
Burke	152,016	17,054	25.2	23.8	11.9	7.7	.0049
Calhoun	44,317	17,955	26.9	22.6	12.7	9.6	.0012
Camden	377,844	28,049	18.2	35.6	22.7	11.9	.0103
Candler	74,490	20,309	24.3	25.0	14.5	11.1	.0024
Carroll	836,876	26,688	20.0	29.5	19.5	14.7	.0240
☐ Catoosa	458,172	25,003	23.0	31.0	17.7	12.3	.0133
Charlton	79,762	24,283	21.7	29.4	17.4	12.1	.0024
Chattooga	208,416	21,081	25.8	28.9	15.1	8.4	.0065
Clay	23,061	13,434	26.3	20.3	7.3	6.5	.0007
Clinch	53,659	19,357	27.5	29.5	11.7	7.0	.0016
Coffee	287,904	20,445	24.1	27.7	12.9	10.4	.0099
Colquitt	360,431	21,271	23.4	26.9	14.7	10.9	.0108
Cook	120,496	20,700	25.8	28.9	13.4	9.3	.0038
Crawford	98,312	29,084	18.1	26.9	22.6	17.1	.0023
Crisp	185,164	18,941	24.1	24.0	13.3	10.2	.0066
☐ Dade	126,998	21,953	26.4	28.2	17.2	9.0	.0037
Dawson	121,925	28,100	19.7	30.9	18.5	18.1	.0028
Decatur	218,880	20,123	25.3	28.5	13.6	8.2	.0072
Dodge	152,542	19,131	23.4	25.1	14.0	9.0	.0052
Dooly	83,831	17,992	23.9	21.5	14.2	9.9	.0023
Early	85,736	15,967	26.5	21.2	13.0	6.0	.0029
Echols	18,608	20,000	28.1	30.0	13.9	6.1	.0005
Elbert	173,672	21,295	24.6	32.2	14.8	6.1	.0061
Emanuel	175,571	19,054	25.6	27.1	12.0	8.7	.0057
Evans	91,041	22,120	21.2	28.2	16.2	9.7	.0027
Fannin	165,885	21,101	27.5	28.8	14.1	9.6	.0049
Floyd	1,009,327	27,124	19.3	26.4	18.4	18.5	.0297
Franklin	173,940	22,624	23.0	29.3	15.7	10.5	.0058
Gilmer	140,729	23,200	24.2	31.2	15.9	10.1	.0045
Glascock	21,582	23,125	22.2	29.3	15.9	11.6	.0005
Glynn	863,920	28,580	19.2	26.4	18.1	21.3	.0260
Gordon	395,408	26,962	19.8	31.7	20.3	13.0	.0121
Grady	186,310	20,265	24.9	28.9	13.0	8.6	.0062
Greene	112,849	21,940	22.1	27.7	13.6	12.6	.0034
Habersham	298,883	24,392	22.5	30.2	17.7	12.3	.0090
Hall	1,277,469	29,957	18.4	28.5	21.2	19.8	.0369
Hancock	70,713	19,644	22.0	25.8	16.4	7.1	.0018
Haralson	211,059	22,342	22.4	30.6	16.9	8.2	.0054
Harris	236,114	28,192	18.4	27.7	15.6	22.6	.0050
Hart	210,070	23,515	23.4	33.2	15.0	9.7	.0058
Heard	87,504	23,805	22.0	30.8	17.5	9.1	.0022
Irwin	83,950	20,769	20.2	25.1	12.4	14.1	.0023
Jasper	94,621	26,426	19.8	26.2	17.1	17.0	.0024
Jeff Davis	108,254	20,842	25.1	30.5	12.5	9.2	.0033
Jefferson	131,753	16,749	26.3	24.6	11.4	6.5	.0043
Jenkins	66,775	17,946	26.3	22.8	13.9	8.5	.0019
Johnson	66,664	18,125	26.2	25.5	15.1	4.7	.0019
Lamar	130,604	23,103	22.6	30.7	16.4	10.3	.0038
Lanier	47,673	19,149	27.9	26.1	12.9	8.7	.0013
Laurens	400,713	21,785	22.4	27.3	14.5	11.7	.0131
Liberty	500,132	22,501	29.2	33.1	15.6	8.3	.0139
Lincoln	73,867	22,988	23.7	27.6	16.0	12.3	.0018
Long	52,044	18,910	29.2	26.9	12.6	7.2	.0013
Lowndes	834,103	24,541	21.4	27.8	16.1	15.3	.0283
Lumpkin	156,966	26,008	20.5	28.5	18.1	14.6	.0044
McIntosh	73,729	19,025	23.6	28.1	12.3	7.5	.0024
Macon	109,742	19,185	22.0	23.2	13.9	11.3	.0033
Marion	53,985	19,116	23.1	25.9	12.6	9.5	.0014
Meriwether	187,423	20,005	26.4	27.7	14.1	8.1	.0057
Miller	67,132	21,403	22.2	27.4	14.0	11.4	.0018
Mitchell	162,501	19,156	25.5	26.7	12.8	8.3	.0050
Monroe	193,820	28,007	18.1	30.3	19.0	17.2	.0053
Montgomery	65,421	20,837	22.3	27.0	14.4	10.1	.0025
Morgan	125,532	24,604	22.3	29.7	15.4	13.3	.0038
Murray	276,770	25,379	23.1	35.8	18.9	7.7	.0073
Oglethorpe	106,351	26,714	19.6	28.4	19.2	14.5	.0024
Pickens	164,204	25,162	20.1	32.5	18.3	11.0	.0057
Pierce	121,082	19,842	26.6	25.9	15.8	7.8	.0037
Pike	116,839	28,307	19.1	28.0	22.5	15.8	.0027
Polk	316,103	21,140	23.1	30.0	14.4	8.2	.0095
Pulaski	94,608	22,941	19.3	19.9	15.2	19.1	.0026

GA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Putnam	166,119	24,455	22.7	25.8	16.2	17.9	.0041
Quitman	20,475	17,400	27.3	26.3	8.2	8.2	.0005
Rabun	132,932	22,309	25.3	30.9	14.4	10.5	.0041
Randolph	58,302	16,161	28.6	24.1	9.9	6.0	.0018
Schley	33,347	21,313	22.6	26.2	15.7	10.5	.0009
Screven	120,841	20,093	24.1	29.4	11.3	9.5	.0036
Seminole	88,902	20,932	22.3	24.2	14.5	13.0	.0025
Stephens	246,605	23,183	22.5	28.4	18.9	9.3	.0081
Stewart	40,839	15,677	28.7	25.0	8.7	5.5	.0012
Sumter	283,645	21,746	20.9	25.9	14.5	13.2	.0093
Talbot	61,469	21,971	21.7	26.7	15.3	11.8	.0015
Taliaferro	13,670	15,000	31.8	22.9	8.6	5.2	.0003
Tattnall	161,579	21,178	23.3	30.1	13.3	9.3	.0047
Taylor	67,769	17,309	25.0	21.9	11.2	10.9	.0019
Telfair	90,002	17,159	26.3	24.6	10.8	7.9	.0028
Terrell	91,220	19,342	25.5	25.1	15.2	8.1	.0026
Thomas	399,432	21,762	24.0	26.8	13.9	12.8	.0128
Tift	359,996	22,405	23.2	26.1	15.3	13.3	.0128
Toombs	226,912	19,324	24.9	23.1	13.5	11.7	.0073
Towns	69,156	19,481	28.4	28.8	10.1	9.6	.0019
Treutlen	52,034	20,243	23.5	29.0	15.0	6.5	.0014
Troup	627,002	25,081	20.0	27.5	18.6	14.5	.0194
Turner	66,334	18,180	26.8	27.0	12.7	5.6	.0021
Twiggs	91,468	22,578	24.2	23.2	17.1	14.2	.0021
Union	139,889	22,002	22.7	28.4	13.3	12.3	.0038
Upson	274,896	23,364	23.8	28.4	17.7	10.9	.0080
☐ Walker	616,093	24,459	22.1	30.3	18.1	11.2	.0165
Ware	346,465	21,567	23.5	28.1	14.7	10.5	.0116
Warren	53,028	20,077	25.4	24.9	13.7	11.5	.0015
Washington	191,652	22,715	19.5	27.3	14.7	13.5	.0058
Wayne	223,337	24,045	20.6	26.7	18.2	13.0	.0070
Webster	21,630	21,212	23.1	30.7	12.8	9.5	.0005
Wheeler	47,445	19,113	23.7	28.4	12.3	7.3	.0012
White	153,818	25,448	21.5	31.5	16.6	14.5	.0050
Whitfield	910,916	27,212	20.2	30.2	19.7	15.9	.0281
Wilcox	55,365	15,918	24.4	21.0	13.6	7.4	.0016
Wilkes	116,059	20,762	24.6	23.4	15.8	12.2	.0034
Wilkinson	100,664	24,626	23.7	27.7	20.8	10.4	.0026
Worth	184,090	21,722	23.4	25.2	16.8	10.9	.0051
TOTAL METRO COUNTIES	**65,124,096**	**33,258**	**15.2**	**25.4**	**20.4**	**26.7**	**1.7839**
TOTAL STATE	**88,737,006**	**29,535**	**17.6**	**26.4**	**19.0**	**21.9**	**2.4916**

Hawaii

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
HONOLULU	**852.1**	**.3360**	**32.6**	**11.6**	**18.0**	**22.0**	**23.6**	**271.2**
Honolulu	852.1	.3360	32.6	11.6	18.0	22.0	23.6	271.2
• Honolulu	372.3	.1468	37.4	9.8	16.9	23.1	30.9	137.6
SUBURBAN TOTAL	479.8	.1892	29.3	13.0	18.9	21.1	18.0	133.6
OTHER COUNTIES								
Hawaii	126.2	.0497	34.5	7.1	14.7	23.9	25.4	43.7
Kauai	53.8	.0212	34.1	7.9	15.7	23.2	25.4	17.1
Maui	106.0	.0418	33.6	8.2	17.1	24.3	23.4	35.0
TOTAL METRO COUNTIES	**852.1**	**.3360**	**32.6**	**11.6**	**18.0**	**22.0**	**23.6**	**271.2**
TOTAL STATE	**1,138.1**	**.4487**	**33.9**	**10.6**	**17.5**	**22.4**	**23.9**	**367.0**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**8,557,887**	**1,464,451**	**1,611,005**	**1,397,914**	**289,282**	**1,076,095**	**552,891**
Honolulu	8,557,887	1,464,451	1,611,005	1,397,914	289,282	1,076,095	552,891
• Honolulu	6,265,423	911,800	1,259,394	1,141,861	230,793	694,585	341,691
SUBURBAN TOTAL	2,292,464	552,651	351,611	256,053	58,489	381,510	211,200
OTHER COUNTIES							
Hawaii	1,045,620	287,492	139,050	50,192	54,580	162,172	58,282
Kauai	513,774	148,663	102,555	22,882	20,802	40,999	35,224
Maui	1,294,523	323,759	242,814	56,213	44,598	111,014	83,450
TOTAL METRO COUNTIES	**8,557,887**	**1,464,451**	**1,611,005**	**1,397,914**	**289,282**	**1,076,095**	**552,891**
TOTAL STATE	**11,411,804**	**2,224,365**	**2,095,424**	**1,527,201**	**409,262**	**1,390,280**	**729,847**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
HONOLULU	**14,631,226**	**45,046**	**10.0**	**20.6**	**19.3**	**43.9**	**.4043**
Honolulu	14,631,226	45,046	10.0	20.6	19.3	43.9	.4043
• Honolulu	7,228,954	41,767	11.3	21.6	18.7	40.1	.2295
SUBURBAN TOTAL	7,402,272	48,241	8.7	19.4	20.1	47.7	.1748
OTHER COUNTIES							
Hawaii	1,756,737	32,873	16.5	25.0	19.2	27.5	.0507
Kauai	799,903	41,281	11.2	22.3	21.4	37.8	.0234
Maui	1,724,127	42,497	10.5	21.5	21.5	39.7	.0528
TOTAL METRO COUNTIES	**14,631,226**	**45,046**	**10.0**	**20.6**	**19.3**	**43.9**	**.4043**
TOTAL STATE	**18,911,993**	**43,060**	**10.9**	**21.2**	**19.7**	**41.2**	**.5312**

Idaho

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BOISE	**210.9**	**.0832**	**32.1**	**9.4**	**17.1**	**23.5**	**21.6**	**79.4**	**1,550,437**	**385,150**	**172,069**	**182,569**	**79,164**	**294,343**	**39,645**
Ada	210.9	.0832	32.1	9.4	17.1	23.5	21.6	79.4	1,550,437	385,150	172,069	182,569	79,164	294,343	39,645
• Boise	128.9	.0508	32.6	10.6	18.0	22.6	23.0	52.0	1,233,159	290,637	152,573	122,616	68,344	262,145	28,963
SUBURBAN TOTAL	82.0	.0324	31.2	7.5	15.8	24.8	19.3	27.4	317,278	94,513	19,496	59,953	10,820	32,198	10,682
OTHER COUNTIES															
Adams	3.2	.0012	36.8	5.5	13.3	22.5	30.2	1.2	8,449	3,107	1,273		47	617	259
Bannock	66.5	.0262	29.5	10.4	15.3	20.6	21.0	23.6	463,235	102,031	42,035	63,409	25,326	106,022	14,628
Pocatello	46.4	.0183	29.7	11.7	16.4	19.7	21.7	17.3	374,142	85,938	35,201	34,030	20,081	103,918	14,383
Bear Lake	6.0	.0024	30.6	5.5	12.4	17.1	27.5	2.0	20,098	4,447	774	1,417	349	3,897	315
Benewah	8.1	.0032	35.2	7.1	12.8	22.7	27.5	3.1	40,523	16,001	2,459		359	7,772	1,945
Bingham	38.3	.0151	27.7	7.5	13.7	18.5	21.5	11.8	151,102	58,093	8,089	6,330	6,348	28,161	11,143
Blaine	14.6	.0058	33.3	7.2	19.3	29.5	17.3	6.0	124,483	30,754	20,783	455	8,138	12,321	10,512
Boise	3.6	.0014	36.0	6.0	13.8	25.6	26.3	1.4	5,838	1,897	2,808	241	30	140	
Bonner	27.1	.0107	36.7	5.5	12.8	24.2	28.9	10.5	154,174	38,863	23,368	6,199	5,562	25,052	6,588
Bonneville	74.3	.0293	28.9	8.6	15.4	20.2	20.4	25.0	590,235	117,452	51,158	100,156	35,714	104,009	11,743
Idaho Falls	45.2	.0178	30.1	9.4	16.0	20.2	22.0	16.5	567,531	113,366	50,733	97,693	34,647	97,740	11,664
Boundary	8.6	.0033	33.1	7.1	12.8	21.9	25.7	3.0	37,699	10,942	2,319	1,242	471	7,578	256
Butte	2.9	.0012	33.4	4.9	11.7	20.2	27.9	1.0	10,517	4,843	1,154		65	361	269
Camas	.7	.0003	36.3	5.0	13.6	21.8	30.1	.3	505	256	100			47	
Canyon	91.6	.0361	31.9	9.5	13.8	20.0	25.7	31.8	569,466	105,248	45,757	86,946	24,836	149,415	12,247
Caribou	6.7	.0026	29.8	5.9	12.7	19.4	24.0	2.2	21,152	9,467	1,262	388	190	4,007	1,578
Cassia	19.6	.0077	29.2	7.6	12.9	18.0	24.5	6.4	128,907	38,195	9,273	9,031	8,322	25,443	4,611
Clark	.8	.0004	32.7	7.4	15.5	19.0	27.4	.3	1,281		235	288			
Clearwater	8.3	.0032	38.1	5.7	14.1	23.0	32.0	3.2	41,370	13,557	3,422	840	200	9,277	2,480
Custer	4.1	.0017	35.1	5.3	14.0	24.8	25.4	1.5	14,934	3,810	816		124	385	321
Elmore	21.4	.0084	28.1	12.0	20.2	18.6	17.4	7.2	77,856	7,929	6,603	2,124	1,826	16,241	2,208
Franklin	9.4	.0037	27.4	7.3	11.9	16.0	25.0	2.9	38,259	11,443	2,147	1,401	617	8,927	2,552
Fremont	11.1	.0044	28.2	8.0	12.7	17.7	23.6	3.5	27,468	6,327	2,292	287	90	4,250	936
Gem	12.0	.0047	36.7	7.0	12.6	19.6	32.7	4.5	33,712	14,534	1,422	558	1,350	7,887	1,730
Gooding	11.6	.0046	35.3	6.6	12.7	18.9	31.5	4.4	40,139	11,646	2,777	1,167	2,604	4,265	2,347
Idaho	13.9	.0055	37.1	5.8	13.2	21.5	31.6	5.3	50,157	14,693	8,883	1,395	1,690	4,501	2,460
Jefferson	17.0	.0067	26.6	7.4	12.9	18.4	20.7	5.0	36,323	8,636	2,638	865	342	6,542	2,024
Jerome	15.3	.0060	32.7	6.8	14.3	19.5	27.2	5.4	53,032	14,153	5,108	920	544	9,210	1,026
Kootenai	71.1	.0280	35.4	8.0	14.1	23.5	27.2	27.5	503,356	138,870	51,943	31,273	17,431	128,133	20,011
Latah	31.1	.0123	27.9	22.2	16.1	19.1	19.4	11.5	174,991	39,712	15,589	20,060	9,908	26,189	13,402
Lemhi	7.0	.0027	38.6	5.1	11.5	22.6	33.1	2.9	31,040	5,362	2,460	1,562	781	6,428	2,014
Lewis	3.6	.0015	37.3	5.6	12.9	20.2	33.0	1.4	9,943	4,074	788		65	191	98

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IDAHO (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Lincoln	3.3	.0013	34.2	7.4	11.9	20.0	29.1	1.2
Madison	24.4	.0096	21.6	31.9	9.8	12.1	12.8	6.0
Minidoka	19.3	.0076	30.4	7.3	13.8	18.8	24.8	6.4
Nez Perce	34.0	.0134	36.1	8.8	14.5	21.3	30.4	13.7
Oneida	3.6	.0014	31.2	5.0	12.6	16.2	29.0	1.2
Owyhee	8.7	.0035	30.7	9.4	13.0	18.4	26.1	2.9
Payette	16.9	.0066	34.6	7.4	12.8	19.8	29.6	6.3
Power	7.2	.0029	30.4	7.3	13.7	21.5	22.1	2.4
Shoshone	13.0	.0051	37.8	6.8	12.9	22.1	32.3	5.3
Teton	3.6	.0014	30.3	8.4	14.8	20.3	22.7	1.1
Twin Falls	54.0	.0213	33.7	7.9	13.9	20.1	28.1	19.9
Valley	6.2	.0024	37.3	4.7	13.1	26.9	27.6	2.5
Washington	8.6	.0034	37.9	6.0	11.3	18.5	35.2	3.3
TOTAL METRO COUNTIES	**210.9**	**.0832**	**32.1**	**9.4**	**17.1**	**23.5**	**21.6**	**79.4**
TOTAL STATE	**1,023.2**	**.4034**	**31.7**	**9.3**	**14.2**	**21.0**	**24.1**	**367.4**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Lincoln	4,484	2,450	876		52	228	94
Madison	115,767	29,416	7,396	11,297	5,069	31,519	1,492
Minidoka	71,356	12,978	6,211	1,375	1,002	13,211	2,438
Nez Perce	280,787	62,728	24,969	35,005	13,980	58,044	17,969
Oneida	12,727	3,302	885	716	156	4,290	
Owyhee	24,907	10,757	1,322		291	1,108	
Payette	42,572	17,236	3,894	173	1,484	8,393	783
Power	22,425	8,516	1,798	2,975	49	252	871
Shoshone	77,959	24,684	4,539	792	964	13,536	3,562
Teton	16,809	6,816	1,362	275	587	1,015	588
Twin Falls	457,291	70,852	35,760	50,962	24,754	120,277	18,015
Valley	37,711	10,463	4,914	1,490	919	2,383	2,823
Washington	16,494	4,035	2,193	1,605	485	3,880	291
TOTAL METRO COUNTIES	**1,550,437**	**385,150**	**172,069**	**182,569**	**79,164**	**294,343**	**39,645**
TOTAL STATE	**6,191,970**	**1,487,719**	**587,925**	**627,788**	**282,285**	**1,259,747**	**218,274**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BOISE	**3,193,125**	**33,548**	**16.0**	**27.6**	**21.3**	**26.2**	**.0850**
Ada	3,193,125	33,548	16.0	27.6	21.3	26.2	.0850
• Boise	2,068,196	32,373	16.5	28.2	20.7	24.6	.0582
SUBURBAN TOTAL	1,124,929	35,900	14.9	26.6	22.4	29.1	.0268
OTHER COUNTIES							
Adams	41,786	23,848	25.5	35.4	16.5	7.8	.0010
Bannock	778,128	28,966	19.7	26.6	21.2	18.3	.0232
Pocatello	557,700	27,468	21.1	26.0	19.8	17.6	.0173
Bear Lake	59,259	24,841	22.8	27.8	19.9	12.9	.0017
Benewah	88,205	24,226	23.6	31.7	17.3	10.9	.0024
Bingham	410,330	29,611	18.3	30.5	21.7	17.9	.0111
Blaine	319,157	37,462	13.4	26.8	20.2	33.6	.0075
Boise	42,400	26,523	23.4	34.3	16.6	11.1	.0010
Bonner	321,299	25,442	22.5	31.9	17.1	13.6	.0089
Bonneville	1,014,215	35,481	15.4	25.3	21.2	29.6	.0292
Idaho Falls	665,445	34,806	16.3	24.7	19.6	30.1	.0218
Boundary	85,454	24,326	24.1	34.0	15.9	9.8	.0024
Butte	31,428	28,950	19.8	29.5	21.9	14.3	.0008
Camas	9,356	25,641	23.7	36.3	15.7	15.3	.0003
Canyon	1,015,935	26,936	21.5	31.9	18.4	15.3	.0302
Caribou	84,431	35,416	15.6	24.8	28.2	22.5	.0020
Cassia	207,804	26,998	22.0	30.6	19.3	15.4	.0064
Clark	10,500	30,345	18.3	33.1	24.0	17.0	.0002
Clearwater	100,609	26,304	21.1	33.7	18.2	14.0	.0028
Custer	53,117	29,682	19.6	23.1	21.2	22.1	.0012
Elmore	235,347	26,727	23.5	33.1	20.8	13.1	.0062

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Franklin	91,080	28,912	17.9	34.9	21.9	14.2	.0025
Fremont	104,919	26,522	21.2	31.6	20.4	12.3	.0028
Gem	139,094	25,050	23.0	31.8	18.9	11.0	.0032
Gooding	129,699	23,647	25.3	31.6	15.7	11.7	.0035
Idaho	163,980	25,463	22.5	31.1	17.7	14.0	.0041
Jefferson	172,396	28,701	20.6	30.1	20.4	18.0	.0042
Jerome	172,517	25,428	23.3	32.2	16.3	14.4	.0044
Kootenai	969,719	29,469	19.8	28.9	20.2	19.8	.0269
Latah	392,655	27,145	20.8	26.2	16.6	20.4	.0107
Lemhi	86,510	23,513	27.3	31.6	14.6	11.2	.0021
Lewis	37,934	23,851	25.0	32.0	17.3	9.7	.0010
Lincoln	33,485	23,878	25.8	32.2	18.4	9.4	.0008
Madison	192,116	25,126	25.3	31.6	16.3	15.2	.0064
Minidoka	220,963	28,365	18.6	34.1	20.4	15.5	.0056
Nez Perce	469,379	29,138	20.0	26.4	20.0	20.0	.0136
Oneida	36,369	27,343	18.7	32.4	20.8	14.3	.0010
Owyhee	85,719	20,378	29.4	29.5	12.1	9.4	.0024
Payette	171,552	22,802	25.7	31.3	15.1	10.4	.0043
Power	75,382	26,801	22.4	33.7	18.0	14.3	.0019
Shoshone	138,741	22,361	26.0	30.1	15.7	9.6	.0041
Teton	33,586	26,313	22.1	31.9	20.0	13.6	.0011
Twin Falls	645,734	26,255	22.8	29.8	18.7	15.3	.0203
Valley	83,159	26,909	21.2	30.8	20.3	14.4	.0023
Washington	83,427	20,446	28.3	29.3	13.2	8.7	.0021
TOTAL METRO COUNTIES	**3,193,125**	**33,548**	**16.0**	**27.6**	**21.3**	**26.2**	**.0850**
TOTAL STATE	**12,832,000**	**28,804**	**19.9**	**29.3**	**19.5**	**19.2**	**.3548**

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Illinois

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
AURORA–ELGIN	371.4	.1464	31.2	9.4	17.1	22.8	20.6	125.0	2,657,825	433,990	245,734	355,561	138,514	480,448	137,135
Kane	331.0	.1305	31.1	9.5	17.3	22.6	20.6	111.4	2,522,200	403,108	233,440	343,826	130,826	463,419	135,452
• Aurora	103.8	.0409	28.8	10.8	20.4	19.5	17.8	35.1	965,615	98,338	77,078	223,553	68,806	159,887	40,738
• Elgin	80.3	.0317	30.4	10.5	20.1	20.3	20.5	27.9	611,264	92,733	37,514	64,963	26,612	158,087	30,852
Kendall	40.4	.0159	32.3	8.7	15.5	24.8	21.0	13.6	135,625	30,882	12,294	11,735	7,688	17,029	1,683
SUBURBAN TOTAL	187.3	.0738	33.6	8.2	14.0	25.7	22.3	62.0	1,080,946	242,919	131,142	67,045	43,096	162,474	65,545
BLOOMINGTON–NORMAL	131.7	.0519	29.2	19.9	15.7	19.5	21.4	47.7	1,067,332	167,377	120,035	154,043	49,971	230,672	50,986
McLean	131.7	.0519	29.2	19.9	15.7	19.5	21.4	47.7	1,067,332	167,377	120,035	154,043	49,971	230,672	50,986
• Bloomington	52.9	.0209	31.6	12.9	19.2	20.5	23.0	21.8	706,678	120,406	73,873	111,712	39,265	159,720	37,668
• Normal	40.8	.0161	23.5	41.6	12.5	14.6	14.0	12.0	221,060	19,906	37,892	41,172	8,214	36,254	10,993
SUBURBAN TOTAL	38.0	.0149	35.3	6.5	14.4	23.4	27.1	13.9	139,594	27,065	8,270	1,159	2,492	34,698	2,325
CHAMPAIGN–URBANA–RANTOUL	173.6	.0685	28.2	21.9	18.3	18.7	18.9	64.4	1,384,518	188,132	169,541	200,849	64,446	204,691	50,687
Champaign	173.6	.0685	28.2	21.9	18.3	18.7	18.9	64.4	1,384,518	188,132	169,541	200,849	64,446	204,691	50,687
• Champaign	63.7	.0251	25.4	30.5	17.1	16.6	17.0	24.3	727,887	91,980	99,506	151,103	39,011	91,313	34,208
• Rantoul	17.2	.0068	27.9	14.2	22.1	19.8	14.4	5.5	122,134	1,200	26,455	12,853	3,318	36,156	4,318
• Urbana	36.4	.0144	25.9	31.7	20.1	14.7	17.0	13.2	215,783	44,881	32,568	13,427	6,616	33,182	9,753
SUBURBAN TOTAL	56.3	.0222	33.3	8.1	17.4	23.3	23.7	21.4	318,714	50,071	11,012	23,466	15,501	44,040	2,408
CHICAGO	6,199.5	2.4088	32.9	10.1	18.0	21.3	24.9	2,229.5	47,660,788	7,993,391	5,278,839	5,251,853	2,737,480	8,621,449	2,739,208
Cook	5,107.9	2.0139	33.0	10.4	17.8	20.7	25.7	1,874.1	37,088,030	6,709,410	4,364,259	4,068,112	2,210,966	6,727,695	2,254,693
Arlington Heights	75.5	.0298	36.1	8.2	17.0	24.1	27.8	28.7	956,640	180,934	81,880	72,717	104,111	260,968	55,847
Berwyn	45.5	.0179	38.4	8.2	17.6	19.3	35.5	19.3	320,459	34,026	38,853	32,649	13,717	93,772	28,981
• Chicago	2,785.3	1.0982	31.7	11.2	18.5	19.6	24.4	1,022.3	14,608,054	2,891,927	2,304,625	1,514,885	796,358	1,655,575	1,087,628
• Chicago Heights	33.1	.0131	30.6	10.7	15.6	17.6	25.5	10.9	342,045	19,050	32,059	17,380	4,399	195,937	10,037
Cicero	67.4	.0266	31.0	10.8	17.4	18.3	24.7	23.1	186,200	44,996	35,749	1,073	8,945	27,030	16,358
Des Plaines	53.2	.0210	37.5	8.5	16.7	21.1	32.6	19.9	578,620	87,181	100,721	15,889	23,429	162,966	24,444
• Evanston	73.3	.0289	32.4	17.2	19.1	21.3	23.8	27.9	558,519	111,321	65,319	7,844	66,946	68,944	27,220
Hoffman Estates	46.6	.0184	30.4	9.6	20.6	26.5	14.0	15.9	244,671	51,902	28,072	21,995	32,852	16,832	16,881
Mount Prospect	53.2	.0210	35.1	10.0	18.3	21.1	29.0	20.3	527,380	109,136	39,682	93,058	36,470	57,859	31,034
Oak Lawn	56.2	.0222	40.1	8.9	14.2	18.2	38.2	21.4	964,280	173,776	56,568	88,298	36,368	387,840	45,883
Oak Park	53.7	.0212	34.1	8.3	20.1	25.9	22.4	22.6	297,240	69,157	37,061	2,437	13,816	55,392	26,278
Schaumburg	68.6	.0270	32.4	10.2	21.6	27.0	17.4	27.5	1,676,384	133,582	77,112	303,050	129,161	578,356	34,371
Skokie	59.4	.0234	41.6	6.8	12.5	21.6	38.5	22.7	883,366	74,733	61,112	166,697	94,492	176,972	39,765
Du Page	810.6	.3196	32.6	9.2	18.8	24.6	20.8	289.8	9,450,047	1,108,321	808,064	1,084,563	483,994	1,615,882	410,123
Downers Grove	48.6	.0192	35.0	7.9	17.1	24.9	25.1	18.3	823,516	115,777	73,096	86,941	90,318	214,045	37,969
Elmhurst	43.6	.0172	36.3	8.5	15.8	22.5	29.5	15.7	636,652	72,778	45,808	138	16,618	311,066	27,711
Naperville	88.5	.0349	31.7	8.0	17.2	29.2	15.1	30.2	965,841	311,964	95,902	76,359	45,832	149,077	46,180
Wheaton	53.4	.0211	32.9	11.1	16.1	25.7	21.5	18.5	326,455	62,448	23,045	6,196	23,081	56,309	32,638
McHenry	191.0	.0753	32.3	8.0	17.4	24.5	20.8	65.6	1,122,711	175,660	106,516	99,178	42,520	277,872	74,392
SUBURBAN TOTAL	3,217.8	1.2686	34.1	9.0	17.5	22.9	25.4	1,188.4	32,152,170	4,971,093	2,876,836	3,711,744	1,869,777	6,700,993	1,614,323
CHICAGO–GARY–LAKE COUNTY CONSOLIDATED AREA	*8,150.0*	*3.2133*	*32.7*	*10.0*	*17.7*	*21.7*	*24.2*	*2,920.4*	*63,125,476*	*10,399,622*	*6,632,790*	*6,907,844*	*3,458,355*	*11,719,659*	*3,510,158*
DAVENPORT–ROCK ISLAND–MOLINE	346.5	.1366	34.3	9.1	15.0	21.6	27.4	134.8	2,812,347	525,941	291,969	388,849	112,373	599,902	143,826
Henry	50.2	.0198	36.5	7.5	13.3	21.5	30.7	19.2	301,307	55,678	27,031	35,669	11,569	77,587	13,719
Rock Island	146.1	.0576	35.3	9.2	14.6	21.1	29.5	58.4	1,143,666	211,841	136,093	157,662	46,081	216,970	75,205
• Moline	42.5	.0168	36.0	8.3	15.2	21.3	30.2	18.0	555,664	72,932	68,796	119,747	37,305	88,778	26,678
• Rock Island	39.9	.0157	34.8	12.0	13.4	18.7	31.0	16.0	217,200	42,669	27,728	21,748	4,480	41,224	16,798
Scott, Iowa	*150.2*	*.0592*	*32.7*	*9.4*	*16.1*	*22.1*	*24.3*	*57.2*	*1,367,374*	*258,422*	*128,845*	*195,518*	*54,723*	*305,345*	*54,902*
• Davenport	*94.9*	*.0374*	*32.1*	*10.5*	*16.9*	*20.1*	*25.1*	*37.1*	*898,079*	*180,360*	*92,885*	*144,470*	*47,866*	*251,864*	*42,017*
SUBURBAN TOTAL	169.2	.0667	35.2	7.8	14.4	23.2	27.1	63.7	1,041,404	229,980	102,560	102,884	22,722	218,036	58,333
DECATUR	115.4	.0455	35.5	8.8	14.3	21.7	29.1	45.3	950,232	148,719	99,845	161,592	34,407	209,829	52,482
Macon	115.4	.0455	35.5	8.8	14.3	21.7	29.1	45.3	950,232	148,719	99,845	161,592	34,407	209,829	52,482
• Decatur	82.6	.0326	35.5	9.5	14.4	20.2	30.6	33.5	825,390	136,912	92,198	123,046	27,947	193,678	48,835
SUBURBAN TOTAL	32.8	.0129	35.5	7.1	13.9	25.7	25.4	11.8	124,862	11,807	7,647	38,546	6,460	16,151	3,647
JOLIET	398.4	.1570	31.4	9.5	16.8	23.6	20.3	131.5	2,314,614	363,492	202,482	242,944	100,553	536,294	136,495
Grundy	32.8	.0129	33.6	8.5	15.8	22.0	23.9	12.2	197,294	32,156	23,222	23,626	5,436	40,548	8,380
Will	365.6	.1441	31.2	9.6	16.8	23.7	19.9	119.3	2,117,320	331,336	179,260	219,318	95,117	495,746	128,115
Bolingbrook	41.8	.0165	28.1	9.8	17.7	27.2	10.6	12.6	183,949	51,337	23,397	15,565	2,173	45,413	10,074
• Joliet	78.6	.0310	31.8	10.8	16.8	18.4	26.2	27.3	963,059	150,668	77,192	149,355	51,921	231,793	58,118
SUBURBAN TOTAL	319.8	.1260	31.3	9.2	16.6	24.9	19.0	104.2	1,351,555	212,824	125,290	93,589	48,632	304,501	78,377
KANKAKEE	96.2	.0380	33.2	9.5	14.8	20.6	26.8	34.5	681,065	117,493	51,610	99,425	21,134	166,014	35,754
Kankakee	96.2	.0380	33.2	9.5	14.8	20.6	26.8	34.5	681,065	117,493	51,610	99,425	21,134	166,014	35,754
• Kankakee	27.6	.0109	32.4	9.8	15.3	18.4	27.5	10.4	289,740	42,216	21,530	51,142	11,642	42,926	26,159
SUBURBAN TOTAL	68.6	.0271	33.6	9.4	14.6	21.4	26.5	24.1	391,325	75,277	30,080	48,283	9,492	123,088	9,595
LAKE COUNTY	537.1	.2118	31.8	10.4	17.4	23.9	20.5	181.0	4,825,251	704,019	444,575	502,328	306,148	1,255,260	223,925
Lake	537.1	.2118	31.8	10.4	17.4	23.9	20.5	181.0	4,825,251	704,019	444,575	502,328	306,148	1,255,260	223,925
• North Chicago	36.4	.0144	23.2	35.0	17.7	12.2	11.2	7.5	69,667	13,271	25,923	3,997		2,891	1,960
• Waukegan	72.2	.0285	30.8	11.5	19.1	19.3	22.7	25.5	791,005	94,080	67,611	155,666	39,748	213,966	37,761
SUBURBAN TOTAL	428.5	.1689	33.0	8.1	17.0	25.7	20.9	148.0	3,964,579	596,668	351,041	342,665	266,400	1,038,403	184,204

ILL. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
PEORIA	**338.3**	**.1333**	**34.7**	**9.4**	**14.5**	**21.6**	**27.9**	**129.2**	**2,623,303**	**454,852**	**234,023**	**384,352**	**98,999**	**594,740**	**110,575**
Peoria	181.8	.0716	34.2	10.3	14.8	21.1	27.7	70.4	1,519,836	226,634	143,701	253,874	66,381	239,852	74,154
• Peoria	112.9	.0445	33.0	11.8	15.0	19.7	27.3	44.7	1,122,502	151,861	107,870	197,839	63,316	147,350	51,234
Tazewell	123.6	.0487	35.3	8.4	14.7	22.0	28.4	47.3	935,935	203,662	78,777	127,352	26,632	277,991	32,269
• Pekin	32.3	.0127	35.3	8.9	14.9	20.0	30.4	13.2	373,815	88,580	28,051	69,767	11,849	96,709	13,059
Woodford	32.9	.0130	34.6	8.0	13.6	22.1	27.3	11.5	167,532	24,556	11,545	3,126	5,786	76,897	4,152
SUBURBAN TOTAL	193.1	.0761	35.5	8.1	14.2	23.0	27.8	71.3	1,126,986	214,411	98,102	116,746	23,834	350,681	46,282
ROCKFORD	**285.6**	**.1127**	**33.8**	**9.1**	**16.4**	**22.0**	**26.0**	**108.5**	**2,257,981**	**390,015**	**220,669**	**365,036**	**120,922**	**390,643**	**85,925**
Boone	31.5	.0125	33.5	9.2	15.1	22.9	24.9	11.2	183,877	45,769	20,518	16,083	5,322	53,619	5,762
Winnebago	254.1	.1002	33.8	9.1	16.4	21.9	26.2	97.3	2,074,106	344,246	200,151	348,953	115,600	337,024	80,173
• Rockford	140.1	.0552	33.4	9.6	16.8	20.0	27.4	55.2	1,394,551	258,095	139,325	217,910	87,627	247,462	61,451
SUBURBAN TOTAL	145.5	.0575	34.2	8.7	15.8	24.0	24.6	53.3	863,432	131,920	81,344	147,126	33,295	143,181	24,484
SPRINGFIELD	**191.4**	**.0755**	**34.7**	**8.2**	**16.4**	**22.4**	**27.2**	**77.2**	**1,513,666**	**247,412**	**134,863**	**273,720**	**67,713**	**266,560**	**76,699**
Menard	11.1	.0044	35.9	6.8	14.4	22.4	29.0	4.2	40,317	15,202	1,905	3,828	1,009	6,987	1,798
Sangamon	180.3	.0711	34.7	8.3	16.5	22.4	27.1	73.0	1,473,349	232,210	132,958	269,892	66,704	259,573	74,901
• Springfield	106.4	.0420	34.4	9.0	17.5	21.2	27.8	45.5	1,301,869	193,245	116,608	258,411	52,451	246,032	69,435
SUBURBAN TOTAL	85.0	.0335	35.2	7.2	15.0	23.8	26.5	31.7	211,797	54,167	18,255	15,309	15,262	20,528	7,264
OTHER COUNTIES															
Adams	65.7	.0259	36.0	8.7	13.9	19.5	31.9	25.4	428,172	81,993	33,099	80,782	20,261	85,112	20,495
Alexander	10.4	.0041	35.3	7.6	13.1	17.6	32.7	4.2	47,414	13,968	4,754	2,402	1,452	13,936	1,854
Bond	15.0	.0059	35.5	10.8	13.9	19.1	31.7	5.7	59,665	13,665	6,586	1,988	1,531	11,924	5,552
Brown	6.4	.0025	34.3	10.5	18.8	19.3	29.3	2.1	13,221	3,452	1,445	140	189	1,308	671
Bureau	35.3	.0139	36.8	7.5	13.3	20.2	32.5	13.6	168,919	32,214	14,808	17,369	6,178	30,051	3,787
Calhoun	5.2	.0021	39.0	7.8	12.8	18.5	36.5	2.0	21,269	3,272	3,982	112	155	7,905	434
Carroll	16.6	.0065	33.2	7.1	13.1	20.3	34.2	6.6	63,088	18,313	7,867	1,400	1,404	11,316	2,882
Cass	13.2	.0052	36.4	8.1	13.9	20.3	31.8	5.1	53,389	19,013	2,874	1,580	2,002	10,139	3,268
Christian	34.6	.0136	36.9	7.9	14.0	19.9	32.8	13.5	209,288	46,836	16,589	32,260	7,518	50,875	10,202
Clark	15.9	.0063	37.7	7.8	14.0	19.4	34.1	6.4	79,411	14,742	8,575	8,963	733	13,089	3,278
Clay	14.4	.0056	37.4	7.4	13.9	19.5	33.8	5.7	63,027	12,016	3,496	9,480	2,156	15,492	3,857
☐ Clinton	34.2	.0135	33.2	9.4	16.5	19.9	27.1	11.7	164,553	36,578	10,180	15,594	7,499	34,974	4,161
Coles	51.7	.0204	30.2	22.1	13.2	17.6	26.1	19.0	409,381	48,819	43,626	78,094	13,715	96,385	22,255
Crawford	19.4	.0077	37.7	7.3	14.0	19.8	34.0	7.6	111,012	21,436	7,215	16,722	2,269	22,720	5,683
Cumberland	10.8	.0042	34.3	8.5	14.4	19.3	29.7	4.0	34,084	9,539	1,031	330	1,350	6,718	587
De Kalb	79.5	.0314	27.6	24.4	15.2	17.9	20.8	27.0	503,735	86,124	53,285	35,271	22,609	131,532	13,388
De Witt	16.3	.0064	36.0	7.7	15.0	20.2	31.3	6.4	103,143	20,367	9,601	13,205	2,660	38,711	3,472
Douglas	19.4	.0077	34.9	7.2	14.6	19.2	30.7	7.2	113,582	27,131	9,778	1,895	3,725	15,572	2,911
Edgar	19.2	.0075	37.8	7.3	13.1	20.0	33.9	7.7	116,401	30,628	7,288	5,950	1,510	32,268	7,388
Edwards	7.4	.0030	37.9	7.6	13.5	19.8	34.4	3.0	31,222	11,895	1,041	370	1,120	2,764	893
Effingham	32.3	.0127	32.4	8.2	15.9	19.3	26.5	11.7	338,265	45,677	22,205	32,061	14,022	64,993	5,480
Fayette	20.7	.0081	35.9	8.3	15.4	19.1	32.2	7.7	93,237	16,966	5,711	12,567	2,291	28,141	3,043
Ford	14.1	.0056	37.5	6.7	13.9	19.1	34.3	5.6	79,574	15,929	7,009	5,207	7,148	13,906	2,794
Franklin	39.8	.0157	38.4	8.2	12.9	20.1	34.7	16.3	256,297	52,223	23,014	35,571	5,874	62,980	14,154
Fulton	38.0	.0150	37.5	8.0	13.9	19.8	33.8	14.7	203,911	70,241	14,886	17,074	5,274	27,607	11,991
Gallatin	6.7	.0026	39.4	8.3	12.0	20.5	35.6	2.7	16,182	3,310	1,141	451	716	4,057	985
Greene	15.3	.0061	36.6	7.9	13.4	18.5	33.7	5.9	47,799	14,600	4,741	1,157	808	7,484	3,858
Hamilton	8.4	.0033	39.7	6.6	13.1	18.9	37.3	3.5	35,537	6,893	1,165	598	636	12,501	2,602
Hancock	21.1	.0083	37.7	6.9	13.5	19.9	34.0	8.3	60,296	9,499	5,911	1,393	1,676	19,562	3,077
Hardin	5.2	.0021	37.9	8.6	13.4	20.6	33.6	2.1	14,245	4,471	930	219	345	3,327	632
Henderson	8.1	.0032	37.8	6.5	13.6	21.2	32.9	3.2	14,409	3,725	3,223		205	779	308

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POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Iroquois	30.6	.0120	37.5	7.0	13.5	19.8	33.7	11.7	136,721	31,718	13,905	12,643	3,303	24,762	4,622
Jackson	61.1	.0241	27.1	27.4	15.5	16.8	20.8	23.5	470,304	75,283	50,328	90,146	14,867	50,057	13,379
Jasper	10.6	.0042	35.1	7.2	14.3	18.6	31.5	4.0	43,005	11,426	2,008	1,637	1,766	12,154	
Jefferson	36.8	.0145	35.4	8.0	14.4	20.7	30.0	14.6	294,080	33,468	28,260	57,906	12,800	52,686	13,445
☐ Jersey	20.7	.0082	33.6	10.3	14.7	20.0	28.0	7.5	115,730	13,997	9,732	22,291	3,062	37,425	3,684
Jo Daviess	21.7	.0085	36.7	7.5	13.8	20.3	32.1	8.3	96,683	24,019	11,782	1,587	1,435	16,426	5,800
Johnson	11.7	.0046	36.5	9.7	18.1	22.1	30.2	3.6	31,118	7,111	2,814	1,166	1,806	8,442	394
Knox	56.1	.0221	37.1	9.0	13.9	21.0	32.1	21.7	393,799	75,273	29,456	73,286	16,408	74,372	15,946
La Salle	106.7	.0420	36.1	8.4	14.5	19.7	31.8	41.3	874,917	168,597	64,005	122,565	38,143	233,936	44,083
Lawrence	15.5	.0062	38.7	7.3	13.8	18.6	36.4	6.1	76,962	14,612	3,806	16,054	1,571	13,260	3,954
Lee	34.9	.0137	34.6	8.3	16.2	20.6	28.8	12.6	184,451	48,688	15,699	7,191	5,910	46,321	14,731
Livingston	39.2	.0155	34.8	8.4	16.8	20.3	29.4	13.7	218,594	56,779	18,719	21,690	8,988	55,713	8,176
Logan	31.5	.0124	35.2	9.7	16.1	20.6	29.7	10.8	191,033	29,200	14,688	25,450	8,469	36,332	6,314
McDonough	34.7	.0137	28.1	27.4	12.4	16.2	25.3	12.1	225,006	35,852	32,985	37,125	7,298	39,509	10,747
Macoupin	47.8	.0189	36.6	8.2	13.6	19.5	32.7	18.2	251,978	38,525	17,518	15,622	6,669	54,530	12,819
☐ Madison	250.7	.0988	34.4	9.3	15.9	20.8	28.2	95.4	1,745,246	435,351	159,831	235,411	45,273	346,227	65,107
• Alton	33.1	.0131	33.9	9.2	16.3	18.1	30.1	13.0	384,063	44,095	36,059	75,932	16,581	89,870	13,362
• Granite City	33.0	.0130	34.9	9.0	16.1	19.5	30.3	13.0	263,946	80,367	26,992	20,491	6,609	37,519	15,908
Marion	41.3	.0163	35.7	7.9	14.4	19.6	31.3	16.2	281,550	60,480	25,615	46,696	9,728	61,701	17,995
Marshall	12.8	.0050	38.2	7.5	12.7	20.5	34.1	4.9	49,644	12,955	5,875	1,027	519	10,395	2,685
Mason	15.9	.0063	37.0	7.7	13.3	20.4	32.4	6.2	56,559	15,811	7,945	3,560	994	6,199	2,796
Massac	14.8	.0058	38.5	7.6	13.9	19.3	35.4	6.0	60,117	12,282	5,538	837	658	13,561	4,619
Mercer	17.1	.0068	36.6	7.4	13.5	21.5	30.9	6.5	57,339	10,451	6,524	14,421	1,076	6,694	1,866
☐ Monroe	23.2	.0091	34.3	8.0	16.3	20.7	28.1	8.5	142,096	38,234	16,134	10,204	3,608	31,232	4,014
Montgomery	30.7	.0121	35.9	7.9	15.3	19.1	32.1	11.5	176,540	36,666	22,099	25,105	5,572	34,204	9,562
Morgan	36.3	.0143	34.9	10.5	15.1	20.0	29.9	13.6	284,593	55,434	24,239	48,257	10,261	64,788	12,956
Moultrie	13.9	.0055	37.4	6.8	13.5	19.8	33.5	5.1	57,700	12,615	7,331	333	1,240	18,662	4,067
Ogle	46.3	.0183	34.5	7.8	15.4	21.2	28.0	17.2	193,935	50,547	16,359	10,456	3,751	42,935	7,313
Perry	21.3	.0084	36.0	8.2	13.8	20.4	31.1	8.3	93,559	21,882	7,292	12,371	2,552	7,982	7,422
Piatt	15.5	.0061	36.7	6.9	14.6	21.9	30.8	5.9	69,475	14,214	5,818	4,410	2,596	28,844	1,927
Pike	17.5	.0069	38.7	7.4	12.6	19.4	35.7	7.0	78,019	15,689	7,052	12,801	1,608	15,539	598
Pope	4.4	.0018	36.8	11.5	13.0	19.4	33.0	1.6	3,913	1,026	234	171		1,687	193
Pulaski	7.5	.0029	35.3	7.4	13.1	17.2	33.3	2.9	13,973	5,350	852	93	644	2,425	637
Putnam	5.6	.0022	36.4	7.4	14.3	21.5	30.5	2.2	21,319	7,468	1,436		96	4,705	1,735
Randolph	34.6	.0137	34.5	9.4	17.1	20.8	28.2	11.9	223,365	54,111	18,094	36,030	4,797	53,466	6,904
Richland	16.1	.0063	36.2	7.7	14.7	18.7	32.9	6.3	94,769	13,403	7,314	18,972	3,197	15,140	4,595
☐ St. Clair	262.5	.1035	32.3	9.5	16.2	19.9	25.7	95.2	1,630,261	224,376	160,775	391,956	79,415	291,523	62,966
• Belleville	42.7	.0168	35.7	8.4	17.5	18.6	32.4	17.7	491,451	79,526	40,086	46,647	19,222	178,926	26,064
• East St. Louis	40.9	.0161	27.9	11.4	13.4	17.6	22.9	13.0	100,591	19,908	15,287	3,219	1,953	1,397	10,417
Saline	26.3	.0104	38.7	7.7	13.1	19.4	35.6	10.8	181,368	42,396	13,652	38,558	7,072	28,562	8,134
Schuyler	7.5	.0029	37.9	7.4	13.6	19.6	34.5	3.0	36,055	9,474	3,244	159	1,736	4,525	4,665
Scott	5.6	.0023	36.5	7.4	14.3	19.0	33.0	2.2	14,283	2,979	1,410	118	62	5,443	635
Shelby	22.3	.0087	36.8	7.7	13.9	19.3	33.1	8.6	68,286	20,042	4,325	2,125	2,077	18,258	3,341
Stark	6.3	.0025	38.2	6.8	12.9	19.8	34.7	2.5	12,804	3,148	713		138	5,902	63
Stephenson	48.1	.0190	35.6	8.3	14.9	20.6	30.3	19.0	300,229	62,201	25,880	26,613	15,808	84,676	23,821
Union	17.7	.0070	38.7	7.7	13.5	21.3	34.2	6.9	85,270	16,334	7,156	15,282	2,571	21,773	3,333
Vermilion	87.5	.0345	36.0	8.0	14.5	20.7	30.7	33.7	576,852	120,977	57,221	95,208	19,530	103,066	23,607
Wabash	13.1	.0052	35.5	8.5	14.5	20.2	30.7	5.0	64,848	14,159	7,851	9,785	1,446	13,289	2,944
Warren	18.7	.0073	35.8	9.9	12.9	19.9	31.2	7.2	90,023	21,087	5,277	12,184	3,283	28,925	1,850
Washington	15.1	.0060	36.6	7.1	14.3	19.4	32.8	5.8	59,057	9,074	4,602	836	2,636	14,197	3,198
Wayne	17.0	.0067	38.0	8.0	13.5	18.7	35.2	6.9	71,064	22,125	3,892	8,806	2,034	9,038	2,522
White	16.2	.0064	39.2	6.8	13.9	19.2	36.5	6.7	91,032	27,722	6,494	15,482	1,384	21,686	3,486
Whiteside	59.8	.0236	35.3	8.2	14.4	20.8	29.5	22.6	378,680	78,551	40,961	72,814	11,496	68,835	20,232
Williamson	57.8	.0228	36.7	8.6	14.8	21.1	31.3	23.2	406,420	48,709	28,867	39,475	16,790	126,691	16,123
TOTAL METRO COUNTIES	**9,536.2**	**3.7599**	**32.8**	**10.3**	**17.4**	**21.5**	**24.6**	**3,469.7**	**73,179,456**	**12,225,147**	**7,721,992**	**8,860,490**	**3,936,794**	**13,992,538**	**3,928,737**
TOTAL STATE	**11,511.8**	**4.5389**	**33.2**	**10.2**	**16.8**	**21.2**	**25.7**	**4,223.2**	**84,709,929**	**14,534,017**	**8,736,103**	**10,332,174**	**4,335,131**	**16,500,985**	**4,450,752**

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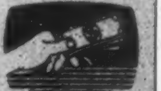
ILL. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91



% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
AURORA-ELGIN	**6,358,098**	**45,266**	**9.8**	**19.2**	**21.2**	**43.3**	**.1582**
Kane	5,603,766	44,421	10.2	19.7	21.3	42.2	.1428
• Aurora	1,505,860	39,281	12.6	21.8	22.3	34.4	.0443
• Elgin	1,221,602	39,531	11.5	22.8	24.0	33.7	.0328
Kendall	754,332	51,492	6.6	14.8	22.2	52.3	.0155
SUBURBAN TOTAL	3,630,636	52,064	7.3	16.0	19.8	52.7	.0812
BLOOMINGTON-NORMAL	**2,096,878**	**36,740**	**14.9**	**23.4**	**20.6**	**31.8**	**.0561**
McLean	2,096,878	36,740	14.9	23.4	20.6	31.8	.0561
• Bloomington	922,402	34,608	15.7	24.5	19.6	29.8	.0282
• Normal	552,636	36,620	16.7	20.5	20.0	32.2	.0143
SUBURBAN TOTAL	621,840	39,863	11.9	23.8	22.8	34.7	.0136
CHAMPAIGN-URBANA-RANTOUL	**2,482,664**	**29,977**	**18.9**	**24.9**	**19.4**	**23.3**	**.0698**
Champaign	2,482,664	29,977	18.9	24.9	19.4	23.3	.0698
• Champaign	895,990	26,182	21.4	22.1	16.7	21.4	.0290
• Rantoul	217,322	29,406	20.8	34.6	21.5	16.4	.0063
• Urbana	453,394	24,992	23.2	24.9	15.7	19.1	.0125
SUBURBAN TOTAL	915,958	37,312	13.2	25.5	24.2	29.8	.0220
CHICAGO	**106,692,442**	**39,440**	**12.3**	**21.0**	**19.4**	**36.6**	**2.6976**
Cook	85,176,159	36,951	13.3	21.9	19.4	33.4	2.1558
Arlington Heights	1,802,217	55,895	6.3	14.2	17.9	57.7	.0459
Berwyn	757,409	34,893	14.9	25.8	21.2	28.7	.0190
• Chicago	38,831,043	29,854	16.5	23.9	18.0	24.4	.9809
• Chicago Heights	399,845	31,168	16.7	23.1	19.9	24.2	.0136
Cicero	803,487	30,699	17.1	27.7	20.7	21.2	.0192
Des Plaines	1,032,332	47,317	8.3	19.3	22.7	45.5	.0276
• Evanston	1,703,351	45,816	10.0	18.5	17.7	45.2	.0378
Hoffman Estates	935,810	54,003	4.4	16.1	20.9	56.5	.0203
Mount Prospect	1,146,788	51,277	7.8	17.1	19.2	51.7	.0283
Oak Lawn	1,012,691	43,008	12.7	20.4	21.1	39.6	.0339
Oak Park	1,203,405	44,953	9.4	20.1	21.5	43.4	.0253
Schaumburg	1,517,560	51,536	6.2	17.3	21.0	52.2	.0534
Skokie	1,283,957	47,421	9.0	19.5	19.8	46.7	.0365
Du Page	18,024,563	53,749	6.2	15.4	20.0	55.1	.4614
Downers Grove	1,070,678	52,831	8.0	15.3	18.6	53.7	.0318
Elmhurst	965,911	54,247	6.9	15.6	18.5	55.9	.0269
Naperville	2,188,473	65,974	3.8	9.6	14.6	69.8	.0522
Wheaton	1,242,307	57,189	5.3	14.4	17.4	59.0	.0263
McHenry	3,492,720	48,064	8.8	17.6	22.2	47.0	.0804
SUBURBAN TOTAL	65,759,203	47,975	8.6	18.4	20.8	47.2	1.6653
CHICAGO-GARY-LAKE COUNTY CONSOLIDATED AREA	***141,594,533***	***39,925***	***12.2***	***20.8***	***19.8***	***37.0***	***3.3648***
DAVENPORT-ROCK ISLAND-MOLINE	**4,883,743**	**30,815**	**18.1**	**25.3**	**20.0**	**23.3**	**.1389**
Henry	653,982	28,689	20.4	28.5	19.7	19.2	.0176
Rock Island	2,131,033	30,621	18.0	25.4	19.4	23.8	.0588
• Moline	695,016	31,561	17.5	27.0	19.2	25.3	.0218
• Rock Island	549,548	27,449	19.9	25.1	18.1	19.9	.0141
Scott, Iowa	*2,098,728*	*31,790*	*17.4*	*25.6*	*20.6*	*24.0*	*.0625*
• Davenport	*1,237,990*	*22,979*	*19.6*	*27.0*	*18.5*	*19.5*	*.0405*
SUBURBAN TOTAL	2,401,089	33,262	17.0	25.2	21.5	25.7	.0625
DECATUR	**1,679,495**	**31,489**	**17.7**	**24.4**	**20.6**	**24.0**	**.0472**
Macon	1,679,495	31,489	17.7	24.4	20.6	24.0	.0472
• Decatur	1,166,772	28,221	19.7	24.9	18.8	20.8	.0357
SUBURBAN TOTAL	512,723	40,045	12.2	22.8	25.6	33.0	.0115
JOLIET	**6,453,798**	**45,293**	**9.9**	**18.7**	**22.0**	**42.5**	**.1562**
Grundy	500,529	38,599	13.4	21.6	22.7	33.0	.0126
Will	5,953,269	45,951	9.6	18.4	21.9	43.5	.1436
Bolingbrook	661,412	50,835	5.7	14.2	24.7	51.4	.0152
• Joliet	1,116,188	35,052	15.2	21.4	21.4	28.7	.0370
SUBURBAN TOTAL	5,337,610	47,655	8.4	17.9	22.3	46.1	.1192
KANKAKEE	**1,259,854**	**31,314**	**17.8**	**24.9**	**21.3**	**22.8**	**.0357**
Kankakee	1,259,854	31,314	17.8	24.9	21.3	22.8	.0357
• Kankakee	315,713	23,047	23.6	24.8	16.7	14.1	.0112
SUBURBAN TOTAL	944,141	34,932	15.3	24.7	23.4	26.5	.0245
LAKE COUNTY	**12,550,405**	**52,751**	**7.4**	**15.8**	**18.6**	**53.2**	**.2901**
Lake	12,550,405	52,751	7.4	15.8	18.6	53.2	.2901
• North Chicago	399,923	30,597	15.1	31.0	22.3	19.6	.0094
• Waukegan	1,066,436	36,829	13.2	24.8	22.7	30.6	.0330
SUBURBAN TOTAL	11,084,046	57,656	6.1	13.4	17.7	58.8	.2477
PEORIA	**4,990,801**	**32,920**	**16.7**	**24.2**	**20.1**	**26.8**	**.1368**
Peoria	2,721,493	31,568	16.8	23.9	18.8	26.2	.0758
• Peoria	1,699,807	29,268	17.2	23.4	16.9	25.1	.0602
Tazewell	1,774,919	33,348	17.3	24.9	21.3	26.0	.0489
• Pekin	419,945	27,305	21.7	25.1	18.7	19.2	.0143
Woodford	494,389	39,203	13.2	23.0	22.7	33.5	.0121
SUBURBAN TOTAL	2,871,049	36,021	15.3	24.5	22.4	29.3	.0723
ROCKFORD	**4,440,855**	**35,334**	**14.9**	**24.0**	**22.0**	**28.8**	**.1194**
Boone	501,742	39,910	11.1	23.4	24.5	33.4	.0123
Winnebago	3,939,113	34,798	15.3	24.1	21.7	28.0	.1071
• Rockford	2,114,657	31,504	17.1	24.9	20.2	24.2	.0624
SUBURBAN TOTAL	2,326,198	39,137	12.6	23.2	23.8	33.0	.0570
SPRINGFIELD	**3,122,923**	**34,403**	**15.7**	**25.0**	**20.9**	**28.1**	**.0819**
Menard	159,914	33,724	16.4	25.0	21.0	26.9	.0037
Sangamon	2,963,009	34,444	15.6	25.0	20.9	28.2	.0782
• Springfield	1,742,969	32,099	16.9	25.2	19.9	25.6	.0532
SUBURBAN TOTAL	1,379,954	37,709	14.0	24.5	22.4	31.8	.0287
OTHER COUNTIES							
Adams	851,253	27,194	20.6	27.6	19.3	17.3	.0237
Alexander	102,435	17,563	23.4	21.4	13.0	10.5	.0029
Bond	174,575	27,076	20.8	26.5	20.6	15.8	.0045
Brown	61,685	23,140	24.6	29.7	15.3	12.1	.0016
Bureau	473,814	30,576	18.5	27.6	21.4	20.6	.0118
Calhoun	46,601	23,883	21.2	27.4	16.2	13.6	.0016
Carroll	220,244	28,171	20.6	29.4	21.3	15.8	.0052
Cass	161,234	27,065	22.4	28.4	19.4	15.6	.0041
Christian	468,354	29,591	19.8	26.3	19.2	21.7	.0125
Clark	201,864	27,465	20.2	29.8	20.5	15.5	.0053
Clay	151,985	22,299	25.8	30.1	16.8	8.5	.0041
☐ Clinton	436,598	33,792	16.0	25.4	24.7	23.3	.0113
Coles	639,634	27,189	20.6	26.4	18.6	18.4	.0194
Crawford	252,430	28,219	21.3	28.4	19.2	19.0	.0067
Cumberland	121,410	26,226	20.2	30.3	18.1	15.9	.0029
De Kalb	1,101,336	34,656	16.0	23.8	20.8	28.6	.0294
De Witt	248,421	33,633	16.8	24.1	21.3	26.7	.0063
Douglas	260,744	32,390	17.7	27.2	21.9	23.6	.0069
Edgar	237,094	24,943	22.0	28.9	16.0	15.2	.0066
Edwards	88,091	24,288	25.6	25.6	19.5	13.3	.0023
Effingham	420,110	30,723	18.9	26.5	22.0	21.2	.0137
Fayette	247,156	25,762	21.8	29.1	18.2	14.5	.0064
Ford	197,755	36,918	18.8	28.0	21.5	21.4	.0051
Franklin	431,989	20,440	27.6	23.8	14.1	12.8	.0132
Fulton	466,112	26,121	22.2	28.0	17.2	17.2	.0126
Gallatin	82,942	24,092	22.1	26.1	16.6	15.1	.0019
Greene	168,568	23,899	24.5	28.1	17.2	12.9	.0042
Hamilton	95,951	21,562	23.5	25.3	16.8	10.8	.0026
Hancock	266,217	27,256	20.3	29.5	20.3	18.2	.0061
Hardin	50,595	18,397	27.8	23.6	13.1	9.3	.0013
Henderson	100,023	26,853	20.9	27.7	18.6	17.7	.0023
Iroquois	398,852	29,375	19.8	29.8	20.9	18.8	.0101
Jackson	661,383	19,939	22.6	22.3	12.9	14.6	.0214
Jasper	124,318	26,831	20.4	30.0	19.2	16.0	.0032
Jefferson	449,363	24,889	22.0	24.6	17.9	16.3	.0138
☐ Jersey	256,187	30,248	19.6	26.0	23.1	19.0	.0070
Jo Daviess	291,787	29,633	18.0	30.1	20.9	19.4	.0072
Johnson	116,460	25,579	21.3	27.0	16.8	16.6	.0030
Knox	723,698	27,646	19.4	29.5	19.0	17.2	.0206
La Salle	1,465,354	30,909	17.8	25.9	20.7	22.4	.0424
Lawrence	178,107	23,463	24.0	27.7	16.5	13.7	.0050
Lee	442,472	30,544	17.0	30.4	21.9	19.2	.0116
Livingston	514,169	32,478	17.4	26.6	23.6	22.0	.0136
Logan	390,525	31,503	17.0	27.9	21.9	22.4	.0110
McDonough	393,829	25,096	21.1	26.3	18.0	15.0	.0117
Macoupin	590,167	26,976	22.1	26.0	20.8	16.5	.0158
☐ Madison	3,353,057	32,711	15.8	24.7	21.2	25.2	.0962
• Alton	391,196	25,603	21.5	26.1	19.8	14.4	.0142
• Granite City	439,647	28,498	19.4	26.0	18.8	21.0	.0129
Marion	510,569	25,413	21.8	26.9	18.3	15.5	.0148
Marshall	175,281	30,686	18.7	27.2	20.0	23.1	.0042
Mason	189,333	25,340	23.1	28.3	18.2	15.4	.0046
Massac	170,808	23,229	23.3	24.1	13.8	15.9	.0045
Mercer	231,078	30,606	17.2	28.4	20.8	21.2	.0053
☐ Monroe	352,927	38,881	13.2	23.4	25.4	30.9	.0089
Montgomery	379,965	28,278	19.7	26.8	20.1	17.9	.0108

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Morgan	491,009	29,915	18.4	27.8	21.5	19.7	.0141
Moultrie	181,325	30,609	19.0	26.9	20.6	21.9	.0045
Ogle	647,147	34,347	14.5	27.8	24.0	24.8	.0156
Perry	258,191	27,317	19.7	26.8	20.5	16.5	.0067
Piatt	236,456	35,818	14.6	26.7	24.6	26.8	.0055
Pike	192,166	22,875	23.7	30.6	15.4	10.6	.0053
Pope	42,201	21,068	24.8	23.5	18.1	10.1	.0008
Pulaski	67,126	17,646	23.2	23.5	14.1	8.0	.0018
Putnam	82,080	32,512	17.6	27.7	23.5	21.8	.0019
Randolph	417,341	28,732	20.1	27.6	19.9	19.1	.0120
Richland	202,878	25,723	21.7	30.1	18.3	14.2	.0057
☐ St. Clair	1,428,988	30,469	17.4	24.7	19.3	23.7	.0936
• Belleville	616,562	30,369	18.7	27.4	21.0	21.1	.0197
• East St. Louis	295,399	15,172	22.9	19.0	11.4	11.1	.0089
Saline	302,093	21,848	23.8	23.3	15.8	14.4	.0091
Schuyler	87,175	25,000	22.3	28.4	17.9	13.7	.0024

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Scott	61,773	25,186	23.2	31.6	19.0	10.6	.0014
Shelby	285,500	29,079	20.6	28.9	21.1	17.4	.0066
Stark	83,798	28,996	19.2	29.1	19.2	20.2	.0018
Stephenson	697,836	31,992	17.5	26.5	21.9	23.1	.0181
Union	199,999	23,245	23.4	28.8	15.5	12.6	.0055
Vermilion	1,116,981	26,954	20.9	25.8	19.1	18.4	.0313
Wabash	174,293	29,746	19.3	24.8	19.5	21.7	.0045
Warren	219,218	25,783	21.0	30.6	18.2	14.3	.0059
Washington	187,711	27,838	21.1	27.7	20.8	17.6	.0047
Wayne	191,447	23,335	25.3	29.6	17.5	10.3	.0050
White	208,750	24,669	22.7	26.2	16.7	15.5	.0056
Whiteside	803,226	31,209	17.1	27.9	23.1	20.0	.0218
Williamson	746,147	26,275	21.5	25.6	17.1	18.7	.0211
TOTAL METRO COUNTIES	**142,941,965**	**38,804**	**12.9**	**21.4**	**19.8**	**35.4**	**4.1425**
TOTAL STATE	**187,922,992**	**36,535**	**14.2**	**22.3**	**19.8**	**32.4**	**4.8729**

Indiana

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANDERSON	**130.6**	**.0515**	**35.3**	**9.9**	**14.7**	**21.8**	**28.7**	**49.6**
Madison	130.6	.0515	35.3	9.9	14.7	21.8	28.7	49.6
• Anderson	59.4	.0234	34.5	11.6	14.8	19.1	30.2	24.2
SUBURBAN TOTAL	71.2	.0281	35.9	8.5	14.6	24.0	27.5	25.4
BLOOMINGTON	**110.7**	**.0436**	**27.0**	**28.0**	**16.4**	**18.1**	**18.7**	**40.1**
Monroe	110.7	.0436	27.0	28.0	16.4	18.1	18.7	40.1
• Bloomington	61.6	.0243	23.9	43.8	16.2	13.0	14.0	21.4
SUBURBAN TOTAL	49.1	.0193	34.5	8.0	16.8	24.4	24.8	18.7
ELKHART–GOSHEN	**159.4**	**.0628**	**32.2**	**9.9**	**16.0**	**21.7**	**23.8**	**57.8**
Elkhart	159.4	.0628	32.2	9.9	16.0	21.7	23.8	57.8
• Elkhart	44.5	.0175	31.9	10.5	17.8	19.5	25.0	17.9
• Goshen	24.3	.0096	31.5	13.6	17.2	18.8	25.1	9.2
SUBURBAN TOTAL	90.6	.0357	32.6	8.5	14.9	23.6	22.8	30.7
EVANSVILLE	**280.2**	**.1103**	**34.5**	**9.1**	**16.0**	**21.5**	**27.8**	**109.2**
Posey	25.9	.0102	33.6	7.9	16.1	22.4	25.4	9.5
Vanderburgh	165.1	.0651	35.0	9.7	16.2	20.2	29.8	66.9
• Evansville	126.4	.0498	35.0	9.9	16.8	19.1	30.9	53.1

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**879,403**	**168,801**	**84,413**	**109,223**	**33,970**	**214,216**	**41,136**
Madison	879,403	168,801	84,413	109,223	33,970	214,216	41,136
• Anderson	618,225	125,444	65,442	72,814	26,579	138,812	27,779
SUBURBAN TOTAL	261,178	43,357	18,971	35,409	7,391	75,404	13,357
BLOOMINGTON	**759,803**	**141,209**	**95,436**	**110,210**	**34,793**	**144,733**	**29,250**
Monroe	759,803	141,209	95,436	110,210	34,793	144,733	29,250
• Bloomington	696,527	130,002	89,487	110,210	33,605	137,200	27,910
SUBURBAN TOTAL	63,276	11,207	5,949		1,188	7,533	1,340
ELKHART–GOSHEN	**1,247,457**	**215,149**	**107,800**	**134,263**	**32,898**	**367,292**	**60,435**
Elkhart	1,247,457	215,149	107,800	134,263	32,898	367,292	60,435
• Elkhart	729,448	114,463	55,341	98,402	15,728	235,495	35,035
• Goshen	235,089	45,461	20,153	16,887	7,206	75,318	12,492
SUBURBAN TOTAL	282,920	55,225	32,306	18,974	9,964	56,479	12,908
EVANSVILLE	**2,110,287**	**389,752**	**224,795**	**222,284**	**114,574**	**376,236**	**91,032**
Posey	82,590	21,162	5,267	4,647	2,412	23,524	5,283
Vanderburgh	1,545,985	247,474	175,732	252,204	92,326	256,125	58,134
• Evansville	1,486,582	243,914	167,824	240,214	86,907	250,619	56,741

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*** Source S&MM Survey of Buying Power August '91.**

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IND. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Warrick	45.9	.0181	33.7	8.1	15.5	25.1	23.0	16.2	159,501	47,076	15,967	25,709	5,998	24,580	11,117
Henderson, Ky.	*43.3*	*.0171*	*33.9*	*8.8*	*16.3*	*22.0*	*26.2*	*16.7*	*322,211*	*74,040*	*27,809*	*39,724*	*13,838*	*72,007*	*16,488*
• *Henderson*	*26.1*	*.0103*	*34.5*	*9.1*	*16.0*	*20.7*	*28.6*	*10.7*	*318,803*	*71,734*	*27,187*	*39,724*	*13,815*	*71,966*	*16,488*
SUBURBAN TOTAL	127.7	.0504	34.0	8.3	15.4	24.0	24.5	45.5	304,902	74,104	29,784	42,346	13,852	53,651	17,793
FORT WAYNE	**369.8**	**.1458**	**32.5**	**9.4**	**16.7**	**21.7**	**24.1**	**138.5**	**2,940,637**	**470,979**	**297,149**	**400,544**	**158,813**	**656,435**	**140,314**
Allen	305.2	.1203	32.4	9.5	16.8	21.9	23.8	115.1	2,597,441	386,712	262,633	381,411	146,407	586,801	123,700
• Fort Wayne	175.6	.0692	32.0	10.6	18.1	19.5	25.2	70.7	2,190,583	291,360	221,838	355,429	132,359	518,995	105,503
De Kalb	36.3	.0143	32.3	8.9	16.3	21.0	24.6	13.1	210,783	38,303	21,704	14,057	8,171	51,379	9,705
Whitley	28.3	.0112	33.6	8.4	15.2	21.5	26.4	10.3	132,413	45,964	12,812	5,076	4,235	18,255	6,909
SUBURBAN TOTAL	194.2	.0766	32.9	8.2	15.5	23.8	23.0	67.8	750,054	179,619	75,311	45,115	26,454	137,440	34,811
GARY-HAMMOND	**603.0**	**.2378**	**33.2**	**9.3**	**15.5**	**21.6**	**25.6**	**215.6**	**3,908,064**	**760,156**	**373,820**	**485,466**	**142,701**	**723,205**	**252,745**
Lake	472.1	.1862	33.3	9.1	15.5	20.9	26.4	169.7	3,184,426	599,634	301,762	418,054	120,314	578,387	212,363
• East Chicago	33.6	.0132	30.9	9.9	15.2	16.6	27.2	12.1	106,378	27,186	18,230	12,904	2,660	12,818	12,386
• Gary	115.8	.0457	31.3	9.3	13.9	19.7	25.2	40.7	337,961	70,249	33,367	37,042	7,340	48,616	35,545
• Hammond	83.6	.0330	33.0	9.2	17.1	19.1	27.5	32.0	461,350	81,392	54,370	54,560	13,809	62,414	39,470
Porter	130.9	.0516	32.9	10.3	15.2	24.2	22.6	45.9	723,638	160,522	72,058	67,412	22,387	144,818	40,382
SUBURBAN TOTAL	370.0	.1459	34.0	9.3	15.6	23.2	25.2	130.8	3,002,375	581,329	267,853	380,960	118,892	599,357	165,344
INDIANAPOLIS	**1,272.8**	**.5017**	**32.7**	**9.5**	**18.1**	**21.8**	**24.0**	**488.7**	**11,064,113**	**1,581,942**	**1,164,472**	**1,512,229**	**557,511**	**2,393,380**	**413,131**
Boone	39.1	.0154	34.8	7.2	15.7	23.5	26.2	14.3	218,435	31,707	21,765	11,790	34,758	29,918	11,079
Hamilton	115.3	.0454	33.1	7.2	16.9	26.2	20.6	41.2	723,925	116,842	80,146	65,649	35,695	171,215	26,948
Hancock	46.6	.0184	34.7	8.3	14.4	25.1	24.5	16.4	208,666	40,415	17,838	13,258	4,926	56,383	10,747
Hendricks	77.6	.0306	33.6	8.3	15.9	24.8	23.0	26.7	370,240	91,795	33,125	45,472	9,457	70,432	9,094
Johnson	90.6	.0357	33.1	9.9	16.0	23.5	23.4	32.3	715,996	82,195	61,159	195,943	28,430	145,944	23,078
Marion	806.9	.3181	32.3	10.2	19.4	20.4	24.3	323.3	8,331,758	1,100,100	899,296	1,135,777	427,428	1,825,538	310,075
• Indianapolis	740.2	.2918	32.1	10.3	19.3	20.4	24.1	295.4	7,989,418	1,018,608	850,176	1,116,513	417,087	1,777,121	297,821
Morgan	56.3	.0222	33.3	9.1	15.6	23.1	24.3	19.7	297,850	66,002	33,304	14,496	8,646	61,612	11,708
Shelby	40.4	.0159	33.5	8.8	16.2	21.4	26.1	14.8	197,243	52,886	17,839	29,844	8,171	32,338	10,402
SUBURBAN TOTAL	532.6	.2099	33.5	8.5	16.4	23.8	23.8	193.3	3,074,695	563,334	314,296	395,716	140,424	616,259	115,310

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SOURCE: ABC Annual Audit, 12/29/91; S&MM Survey of Buying Power, 1991

IND. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
KOKOMO	**96.1**	**.0380**	**34.9**	**8.6**	**14.8**	**22.7**	**27.2**	**37.3**	**822,139**	**131,126**	**79,140**	**111,383**	**34,719**	**247,753**	**35,318**
Howard	79.9	.0316	34.7	8.7	15.1	22.7	26.8	31.3	710,195	119,203	70,705	109,715	34,237	175,050	31,232
• Kokomo	44.4	.0175	34.0	9.3	16.2	20.7	27.7	18.5	667,621	113,010	67,290	107,326	32,438	169,789	30,720
Tipton	16.2	.0064	35.8	8.2	14.2	22.4	28.9	6.0	111,944	11,923	8,435	1,668	482	72,703	4,086
SUBURBAN TOTAL	51.7	.0205	35.6	8.0	13.8	24.4	26.7	18.8	154,518	18,116	11,850	4,057	2,281	77,964	4,598
LAFAYETTE-WEST LAFAYETTE	**132.3**	**.0521**	**27.3**	**25.1**	**15.8**	**18.1**	**19.7**	**46.3**	**1,039,882**	**162,216**	**108,715**	**190,210**	**47,754**	**224,210**	**42,792**
Tippecanoe	132.3	.0521	27.3	25.1	15.8	18.1	19.7	46.3	1,039,882	162,216	108,715	190,210	47,754	224,210	42,792
• Lafayette	44.4	.0175	33.1	10.7	18.2	20.7	25.9	18.4	752,255	88,067	64,147	145,294	41,258	193,332	28,592
• West Lafayette	26.2	.0103	23.6	48.4	13.6	11.3	15.2	9.3	208,868	56,186	31,843	44,713	1,472	7,529	10,737
SUBURBAN TOTAL	61.7	.0243	25.8	25.5	14.9	19.0	17.3	18.6	78,759	17,963	12,725	203	5,024	23,349	3,463
MUNCIE	**119.0**	**.0469**	**32.1**	**18.1**	**13.4**	**19.7**	**26.4**	**45.1**	**753,148**	**120,866**	**83,355**	**108,301**	**33,044**	**167,548**	**37,450**
Delaware	119.0	.0469	32.1	18.1	13.4	19.7	26.4	45.1	753,148	120,866	83,355	108,301	33,044	167,548	37,450
• Muncie	70.6	.0278	28.9	24.9	13.3	16.3	25.6	27.2	670,105	115,806	76,929	104,493	28,980	142,265	34,856
SUBURBAN TOTAL	48.4	.0191	36.3	8.3	13.6	24.5	27.8	17.9	83,043	5,060	6,426	3,808	4,064	25,283	2,594
SOUTH BEND-MISHAWAKA	**249.5**	**.0984**	**33.3**	**11.9**	**15.2**	**20.4**	**27.0**	**93.3**	**1,988,189**	**360,851**	**205,020**	**313,742**	**116,768**	**410,634**	**98,177**
St. Joseph	249.5	.0984	33.3	11.9	15.2	20.4	27.0	93.3	1,988,189	360,851	205,020	313,742	116,768	410,634	98,177
• Mishawaka	43.0	.0170	32.9	10.9	17.6	19.8	26.6	18.1	789,314	112,117	63,914	179,164	48,844	213,429	35,988
• South Bend	106.6	.0420	33.7	9.5	16.5	18.6	29.3	42.7	916,389	197,029	102,965	111,309	47,902	151,023	53,996
SUBURBAN TOTAL	99.9	.0394	32.9	14.8	13.0	22.5	24.8	32.5	282,486	51,705	38,141	23,269	20,022	46,182	8,193
TERRE HAUTE	**130.0**	**.0513**	**33.9**	**13.0**	**14.8**	**19.7**	**28.7**	**48.8**	**1,588,002**	**144,134**	**95,780**	**124,982**	**39,942**	**169,615**	**187,511**
Clay	24.8	.0098	35.7	8.1	14.5	19.7	31.4	9.4	124,072	17,630	10,477	3,606	2,060	7,079	24,840
Vigo	105.2	.0415	33.5	14.1	14.9	19.7	28.1	39.4	1,463,930	126,504	85,303	121,376	37,882	162,536	162,671
• Terre Haute	57.0	.0225	32.3	17.6	15.2	17.3	28.6	21.3	1,326,611	120,006	79,220	108,777	35,820	138,300	149,555
SUBURBAN TOTAL	73.0	.0288	35.2	9.4	14.6	21.5	28.7	27.5	261,391	24,128	16,560	16,205	4,122	31,315	37,956
OTHER COUNTIES															
Adams	32.0	.0126	31.0	9.4	14.5	19.1	25.1	10.7	220,616	40,269	19,057	13,380	10,406	87,579	6,303
Bartholomew	64.3	.0254	34.7	9.1	15.5	23.5	25.9	24.4	498,276	96,210	56,606	67,409	27,107	90,175	24,266
Benton	9.4	.0037	35.2	7.3	14.2	19.5	30.8	3.5	41,120	7,373	2,328		405	8,334	584
Blackford	14.0	.0055	36.2	8.5	14.3	20.8	30.9	5.4	58,696	16,053	5,273	2,229	2,004	16,656	4,228
Brown	14.4	.0057	36.9	7.6	14.4	24.4	28.8	5.5	39,855	9,592	6,591	962	424	1,847	2,955
Carroll	19.0	.0075	35.5	7.9	14.7	21.2	29.6	7.2	62,303	14,572	4,257	3,217	454	18,843	2,911
Cass	38.4	.0151	35.6	7.9	14.7	21.0	29.8	14.7	231,868	46,399	22,266	31,782	11,017	48,604	15,159
☐ Clark	88.0	.0347	34.2	9.1	16.3	22.7	26.1	33.4	865,122	119,789	76,695	138,964	35,729	225,986	29,433
Clinton	31.4	.0124	34.6	8.0	14.9	20.1	29.3	11.7	158,665	22,895	17,787	25,229	5,148	27,816	9,019
Crawford	10.0	.0039	34.4	8.9	14.3	20.5	28.7	3.7	31,369	7,747	3,823	327	376	1,974	507
Daviess	27.6	.0109	34.2	8.1	13.9	19.5	29.4	10.0	141,274	28,238	9,109	21,214	3,812	21,279	7,120
☐ Dearborn	40.0	.0158	33.5	8.4	15.1	22.3	25.4	14.1	213,339	42,884	14,985	17,131	5,194	74,193	9,476
Decatur	23.9	.0094	32.9	8.8	15.4	20.0	26.8	8.5	123,264	22,670	11,699	8,584	3,217	37,419	7,319
Dubois	37.4	.0148	32.5	8.9	17.1	20.4	25.3	13.3	342,647	56,062	22,382	52,410	18,651	93,943	10,076
Fayette	25.7	.0101	35.7	8.9	13.4	21.8	29.2	9.9	135,572	30,190	15,887	13,336	3,523	30,185	9,977
☐ Floyd	65.4	.0258	34.5	8.7	15.5	22.9	26.5	24.5	308,214	85,210	29,090	39,962	18,308	43,209	25,664
• New Albany	36.8	.0145	34.9	9.3	16.0	19.7	30.0	15.0	275,492	73,679	25,827	39,952	16,029	40,353	21,410
Fountain	17.7	.0070	36.5	8.1	13.9	19.8	32.1	6.8	80,990	19,654	11,343	2,208	1,739	22,472	4,786
Franklin	19.7	.0078	33.0	8.6	14.7	21.1	26.0	6.6	58,170	17,212	4,206	910	1,712	13,522	2,168
Fulton	18.9	.0074	35.9	7.1	14.8	19.9	31.4	7.3	95,825	27,940	9,360	4,230	2,470	19,085	8,371
Gibson	31.9	.0126	35.6	8.4	14.9	20.4	30.6	12.4	149,346	42,345	13,521	7,082	3,672	38,304	7,656
Grant	73.8	.0291	35.4	10.7	13.7	21.1	29.6	27.5	508,360	88,363	46,711	59,778	16,377	121,948	22,217
Greene	30.6	.0121	36.5	8.2	14.1	20.8	31.3	12.0	139,876	37,080	9,471	25,067	2,429	22,807	5,327
☐ Harrison	30.7	.0121	33.6	8.3	15.5	23.2	24.6	10.9	135,648	33,219	10,714	17,878	3,073	32,352	5,929
Henry	47.8	.0188	36.6	8.6	14.3	22.1	30.3	18.5	273,521	47,239	23,585	20,963	8,991	64,103	11,663

BLOOMINGTON/BEDFORD, INDIANA NEWSPAPERS

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POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Huntington	36.0	.0141	33.3	9.3	15.8	20.0	27.4	13.1
Jackson	38.0	.0150	33.9	8.9	15.5	20.7	27.7	14.2
Jasper	24.9	.0098	32.4	10.7	14.2	21.1	25.2	8.5
Jay	21.4	.0085	35.5	8.7	13.9	20.4	30.4	8.1
Jefferson	30.2	.0119	34.2	11.2	14.7	21.4	27.5	11.0
Jennings	23.8	.0094	33.6	9.3	15.7	22.3	25.5	8.4
Knox	39.7	.0156	34.2	14.0	13.6	18.8	30.2	15.1
Kosciusko	66.4	.0262	32.5	9.2	15.8	21.0	25.1	23.8
La Grange	30.4	.0120	28.5	9.9	14.0	18.9	21.9	9.5
La Porte	107.5	.0423	34.6	9.1	16.1	22.3	27.0	38.6
Lawrence	43.2	.0171	35.8	8.7	14.4	21.9	29.4	16.4
Marshall	43.0	.0170	33.6	8.3	15.0	21.0	27.0	15.5
Martin	10.5	.0041	34.7	8.8	14.5	21.1	28.5	3.8
Miami	36.7	.0145	32.0	10.1	16.3	20.5	24.5	13.4
Montgomery	34.4	.0136	34.5	10.0	15.4	20.1	29.1	13.2
Newton	13.5	.0053	34.1	7.6	14.5	21.5	27.2	4.8
Noble	38.6	.0152	32.2	9.3	15.4	20.9	24.8	13.7
Ohio	5.5	.0022	34.6	8.4	16.0	20.9	28.5	2.0
Orange	18.5	.0073	35.1	8.2	14.7	20.7	29.6	6.9
Owen	18.0	.0071	35.3	8.3	14.3	21.5	28.9	6.7
Parke	15.3	.0060	36.9	8.2	13.9	20.9	31.8	5.8
Perry	19.0	.0075	33.9	9.4	16.4	20.1	28.1	6.8
Pike	12.4	.0049	36.9	8.0	14.7	21.1	31.7	4.9
Pulaski	12.6	.0050	34.2	8.2	14.2	19.3	29.5	4.7
Putnam	30.4	.0120	32.6	15.5	14.8	19.5	26.9	10.0
Randolph	26.7	.0105	36.1	8.4	13.9	20.8	30.8	10.3
Ripley	25.0	.0098	33.5	8.7	14.8	20.4	27.4	8.9
Rush	18.0	.0071	34.1	8.7	14.4	19.8	28.9	6.5
Scott	21.3	.0084	33.2	9.6	15.3	21.5	25.7	7.7
Spencer	19.7	.0078	34.1	8.2	15.9	21.4	27.1	7.1
Starke	23.2	.0092	33.7	8.7	14.9	19.2	28.9	8.3
Steuben	28.4	.0112	33.9	10.5	14.9	21.3	27.0	10.6
Sullivan	18.9	.0074	37.3	7.9	13.0	21.3	32.3	7.3
Switzerland	7.8	.0031	35.8	7.7	13.9	20.7	30.4	2.9
Union	7.0	.0028	34.4	8.6	14.2	21.5	27.7	2.6
Vermillion	16.7	.0066	37.1	8.2	13.6	21.5	31.6	6.6
Wabash	35.4	.0139	34.2	10.4	14.1	20.2	28.8	12.7
Warren	8.2	.0032	36.5	8.0	13.5	21.7	30.5	3.0
Washington	24.2	.0096	33.7	9.0	15.3	20.9	27.2	8.8
Wayne	71.9	.0283	35.5	9.7	14.2	20.7	30.1	27.5
Wells	26.5	.0105	33.4	8.1	15.9	20.8	26.7	9.7
White	23.5	.0092	35.7	7.5	14.3	20.8	30.2	9.0
TOTAL METRO COUNTIES	**3,834.2**	**1.5117**	**32.8**	**11.0**	**16.5**	**21.3**	**24.9**	**1,436.6**
TOTAL STATE	**5,594.4**	**2.2057**	**33.2**	**10.5**	**15.9**	**21.2**	**26.0**	**2,064.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Huntington	189,177	34,564	21,906	25,608	4,599	48,527	6,807
Jackson	248,733	45,079	20,977	38,879	6,104	58,899	10,542
Jasper	129,823	22,742	11,892	3,932	3,712	24,297	8,460
Jay	78,747	21,990	9,139	2,840	5,820	16,724	5,423
Jefferson	170,287	49,416	15,725	20,578	7,932	26,840	8,748
Jennings	83,675	20,839	5,799	3,049	587	21,610	6,448
Knox	263,978	52,868	21,764	49,390	10,798	47,194	18,592
Kosciusko	419,256	75,294	43,025	36,646	16,538	104,428	17,771
La Grange	112,443	22,930	10,603	4,289	5,502	19,551	4,319
La Porte	671,303	126,383	60,239	90,845	28,154	146,962	40,062
Lawrence	236,684	58,071	21,611	41,376	10,240	41,715	12,598
Marshall	267,944	46,274	28,313	17,644	4,614	88,539	14,001
Martin	48,833	12,143	3,978	596	2,666	11,823	2,126
Miami	154,596	29,162	12,121	10,706	6,428	41,904	9,101
Montgomery	230,665	59,870	20,111	24,128	6,179	49,154	9,254
Newton	43,103	10,705	3,604	777	495	4,660	3,729
Noble	197,905	47,361	15,068	12,734	3,019	62,751	11,437
Ohio	11,975	3,748	1,900	121	73	1,110	485
Orange	67,949	26,102	4,711	3,557	1,012	13,540	3,589
Owen	56,602	14,191	5,046	1,709	5,031	7,574	4,915
Parke	68,348	12,644	4,922	473	279	26,340	2,862
Perry	86,010	26,621	5,836	5,835	1,831	22,788	5,159
Pike	27,785	9,811	1,645	161	298	4,199	2,858
Pulaski	56,776	10,834	3,815	200	856	19,252	4,366
Putnam	134,125	24,432	10,462	24,342	4,995	21,220	5,476
Randolph	104,802	25,330	11,275	6,055	6,929	24,316	6,974
Ripley	141,696	43,784	12,043	12,203	4,954	23,005	6,470
Rush	68,505	15,564	5,715	6,579	3,304	18,474	4,505
Scott	105,829	26,963	10,827	3,804	2,085	25,876	5,727
Spencer	72,310	17,144	2,913	924	718	17,022	2,969
Starke	93,282	20,968	5,420	8,325	2,199	19,298	4,317
Steuben	192,335	31,205	23,922	11,315	8,833	44,399	6,008
Sullivan	108,727	7,855	4,873	10,118	997	14,591	4,390
Switzerland	12,916	6,606	988	67	231	265	1,572
Union	24,519	6,143	1,446	161	311	5,167	952
Vermillion	94,336	19,321	6,044	1,276	833	21,730	2,754
Wabash	198,761	39,285	17,540	23,066	7,790	43,060	12,418
Warren	8,410	2,858	1,115		120	430	129
Washington	103,625	20,605	7,784	11,577	1,915	38,827	4,978
Wayne	545,995	93,861	37,447	88,615	17,163	125,419	19,649
Wells	124,273	41,858	12,486	5,868	4,645	24,734	5,608
White	130,030	31,922	14,499	17,327	3,162	29,118	4,943
TOTAL METRO COUNTIES	**30,302,236**	**4,854,243**	**3,023,570**	**4,096,048**	**1,395,943**	**6,398,990**	**1,483,295**
TOTAL STATE	**39,881,962**	**6,847,712**	**3,899,381**	**5,084,860**	**1,723,908**	**8,593,231**	**1,959,398**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANDERSON	**1,611,764**	**27,542**	**20.6**	**26.9**	**18.7**	**18.9**	**.0464**
Madison	1,611,764	27,542	20.6	26.9	18.7	18.9	.0464
• Anderson	699,453	23,639	23.0	26.9	15.8	14.7	.0242
SUBURBAN TOTAL	912,311	31,670	18.2	26.7	21.4	23.0	.0222
BLOOMINGTON	**1,330,020**	**25,670**	**21.0**	**27.3**	**16.8**	**16.7**	**.0390**
Monroe	1,330,020	25,670	21.0	27.3	16.8	16.7	.0390
• Bloomington	655,910	19,783	25.3	23.8	12.5	13.2	.0251
SUBURBAN TOTAL	674,110	31,503	16.1	31.4	21.8	20.7	.0139

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ELKHART-GOSHEN	**2,232,406**	**32,632**	**16.2**	**30.0**	**23.4**	**21.9**	**.0630**
Elkhart	2,232,406	32,632	16.2	30.0	23.4	21.9	.0630
• Elkhart	604,931	27,039	21.3	30.4	19.1	15.6	.0236
• Goshen	327,078	30,251	18.9	32.0	24.2	15.5	.0102
SUBURBAN TOTAL	1,300,397	36,743	12.5	29.1	25.7	27.5	.0292
EVANSVILLE	**3,812,270**	**29,197**	**19.0**	**26.4**	**20.0**	**20.3**	**.1080**
Posey	333,475	34,281	16.2	24.2	23.6	25.2	.0081
Vanderburgh	2,293,791	27,844	19.7	26.9	18.9	19.2	.0693

IND. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
● Evansville	1,652,525	24,993	22.0	27.9	17.7	14.7	.0566
Warrick	612,326	33,417	16.9	26.7	23.8	23.4	.0144
Henderson, Ky.	*552,678*	*27,837*	*19.6*	*26.1*	*18.8*	*18.6*	*.0162*
● *Henderson*	*332,107*	*24,757*	*21.5*	*25.0*	*16.6*	*16.9*	*.0118*
SUBURBAN TOTAL	1,827,638	35,613	15.0	25.0	23.6	27.5	.0396
FORT WAYNE	**5,337,778**	**33,157**	**16.3**	**27.8**	**22.6**	**24.1**	**.1492**
Allen	4,538,923	33,719	15.9	27.0	22.4	25.4	.1277
● Fort Wayne	2,324,121	28,098	20.3	30.3	20.4	16.5	.0811
De Kalb	450,786	31,020	18.0	32.0	24.2	17.3	.0124
Whitley	348,069	30,757	18.1	31.3	23.0	18.0	.0091
SUBURBAN TOTAL	3,013,657	38,934	12.1	25.3	24.8	32.0	.0681
GARY-HAMMOND	**7,868,412**	**32,519**	**16.2**	**24.4**	**21.9**	**24.1**	**.2174**
Lake	5,999,051	31,423	16.6	24.5	21.2	23.0	.1701
● East Chicago	316,246	20,995	21.1	22.9	16.7	12.1	.0086
● Gary	1,070,532	20,770	21.1	22.6	14.7	14.1	.0291
● Hammond	986,400	27,931	18.6	28.6	21.4	15.3	.0274
Porter	1,869,361	36,586	14.8	24.2	24.4	28.1	.0473
SUBURBAN TOTAL	5,495,234	38,086	13.6	24.2	24.7	30.5	.1523
INDIANAPOLIS	**19,919,143**	**34,263**	**15.6**	**25.6**	**20.9**	**27.9**	**.5497**
Boone	693,943	38,887	13.1	22.3	21.2	35.0	.0159
Hamilton	2,286,914	46,622	9.4	20.0	20.2	45.4	.0517
Hancock	713,028	39,119	13.3	23.6	23.4	33.3	.0168
Hendricks	1,263,789	43,265	10.7	21.3	22.7	39.9	.0291
Johnson	1,463,566	39,161	12.8	23.9	21.9	34.6	.0387
Marion	12,162,003	31,407	17.3	26.9	20.4	23.6	.3638
● Indianapolis	11,041,166	31,275	17.3	26.8	20.2	23.6	.3380
Morgan	778,899	35,900	15.2	25.2	24.0	27.6	.0199
Shelby	557,001	33,284	16.5	27.4	23.5	23.4	.0138
SUBURBAN TOTAL	8,877,977	39,131	12.9	23.8	22.0	34.5	.2117
KOKOMO	**1,345,391**	**31,844**	**17.2**	**25.3**	**21.3**	**23.1**	**.0391**
Howard	1,122,995	31,692	17.0	25.0	21.4	22.8	.0330
● Kokomo	557,997	26,588	20.2	25.8	19.4	16.0	.0220
Tipton	222,596	32,649	18.6	26.5	21.4	24.5	.0061
SUBURBAN TOTAL	787,594	37,159	14.4	24.6	23.4	30.0	.0171
LAFAYETTE-WEST LAFAYETTE	**1,769,435**	**30,479**	**18.1**	**26.4**	**19.6**	**23.3**	**.0513**
Tippecanoe	1,769,435	30,479	18.1	26.4	19.6	23.3	.0513
● Lafayette	642,086	29,842	18.3	30.6	22.5	17.5	.0245
● West Lafayette	363,779	25,015	20.9	19.1	11.9	26.8	.0104
SUBURBAN TOTAL	763,570	33,553	15.9	26.2	20.5	27.2	.0164
MUNCIE	**1,511,222**	**26,464**	**20.8**	**25.1**	**18.0**	**18.5**	**.0421**
Delaware	1,511,222	26,464	20.8	25.1	18.0	18.5	.0421
● Muncie	797,042	21,465	24.1	25.3	15.3	12.3	.0273
SUBURBAN TOTAL	714,180	34,983	15.8	25.0	22.2	27.8	.0148
SOUTH BEND-MISHAWAKA	**3,405,729**	**30,211**	**18.8**	**27.6**	**20.5**	**21.3**	**.0982**
St. Joseph	3,405,729	30,211	18.8	27.6	20.5	21.3	.0982
● Mishawaka	572,557	26,160	23.9	30.0	19.6	13.8	.0241
● South Bend	1,334,802	25,992	21.6	28.9	18.2	15.5	.0414
SUBURBAN TOTAL	1,498,370	39,340	12.2	24.6	23.9	33.2	.0327
TERRE HAUTE	**1,592,090**	**25,625**	**21.3**	**28.0**	**18.1**	**15.4**	**.0579**
Clay	270,424	25,119	22.1	29.7	18.1	13.0	.0077
Vigo	1,321,666	25,754	21.2	27.5	18.1	16.0	.0502
● Terre Haute	642,195	21,352	24.9	27.1	14.5	11.3	.0350
SUBURBAN TOTAL	949,895	29,272	18.5	28.8	20.8	18.6	.0229
OTHER COUNTIES							
Adams	356,034	28,638	19.1	34.4	20.2	14.9	.0108
Bartholomew	872,516	30,666	18.7	27.7	22.5	20.0	.0250
Benton	118,795	28,965	18.9	31.0	21.4	16.6	.0031
Blackford	151,928	25,358	21.5	35.4	17.4	10.6	.0040
Brown	210,801	33,747	15.6	28.1	21.7	25.9	.0047
Carroll	252,307	31,696	18.3	28.3	23.2	20.7	.0059
Cass	465,854	27,256	21.6	30.2	19.9	15.1	.0131
☐ Clark	1,085,268	28,823	19.8	28.9	21.2	17.1	.0357
Clinton	385,754	28,060	20.8	29.6	21.4	15.9	.0102
Crawford	102,418	24,533	21.0	28.8	20.0	10.9	.0028
Daviess	288,841	24,410	23.5	30.1	17.2	12.6	.0083
☐ Dearborn	525,050	33,513	15.0	26.7	23.0	24.5	.0137
Decatur	300,617	30,592	19.2	30.0	21.2	20.3	.0079
Dubois	480,298	31,955	15.3	29.6	24.0	20.2	.0150
Fayette	289,365	25,262	23.1	30.3	17.5	13.8	.0082
☐ Floyd	911,263	31,224	16.9	27.1	19.6	23.9	.0224
● New Albany	468,705	26,568	20.1	29.9	17.3	16.0	.0137
Fountain	200,578	25,278	22.7	32.2	19.6	11.0	.0054
Franklin	230,859	30,465	17.9	29.5	20.8	20.5	.0057
Fulton	221,104	27,814	20.3	32.4	20.0	13.7	.0061
Gibson	395,077	28,197	20.7	26.6	21.3	17.3	.0102
Grant	907,683	27,426	20.7	27.3	19.1	18.1	.0263
Greene	358,419	26,148	21.8	28.5	18.0	15.7	.0095
☐ Harrison	359,248	29,405	19.9	27.8	22.4	18.2	.0094
Henry	553,115	25,711	22.4	28.4	18.7	15.0	.0158
Huntington	459,552	30,682	17.9	30.8	23.3	17.8	.0121
Jackson	466,183	28,179	20.7	29.0	20.3	17.4	.0133
Jasper	296,728	31,076	17.6	30.0	22.4	19.7	.0082
Jay	242,271	26,454	23.2	31.7	20.9	12.0	.0062
Jefferson	360,207	26,999	20.1	30.6	20.5	15.1	.0101
Jennings	258,835	26,728	21.7	29.7	20.5	14.7	.0065
Knox	464,546	23,902	23.3	27.5	16.8	13.5	.0137
Kosciusko	934,364	34,562	15.0	28.5	24.4	24.7	.0246
La Grange	301,453	28,016	18.7	35.0	20.5	14.3	.0084
La Porte	1,431,170	30,184	18.9	27.6	20.8	20.7	.0387
Lawrence	511,459	27,267	20.7	30.7	19.2	16.2	.0143
Marshall	549,224	29,855	18.1	32.8	21.1	18.2	.0152
Martin	113,398	25,968	21.0	29.8	20.3	13.3	.0031
Miami	412,681	26,159	22.9	31.9	18.3	14.6	.0111
Montgomery	450,955	30,224	17.6	28.5	23.1	18.5	.0125
Newton	163,735	29,913	17.6	31.0	23.0	17.4	.0039
Noble	474,924	31,847	16.1	30.7	24.6	18.9	.0127
Ohio	62,786	28,850	18.0	30.0	21.7	16.2	.0014
Orange	183,960	23,545	24.6	31.6	18.8	8.2	.0052
Owen	214,705	27,381	20.6	28.9	20.4	16.7	.0051
Parke	188,814	28,286	19.5	28.1	20.4	17.3	.0049
Perry	218,424	27,195	19.9	30.1	21.8	13.0	.0058
Pike	156,369	27,457	20.3	28.7	18.8	18.1	.0036
Pulaski	142,251	26,263	22.2	32.1	18.4	13.3	.0038
Putnam	355,340	29,532	18.9	31.5	22.0	17.4	.0094
Randolph	306,516	26,021	22.1	32.1	18.8	12.4	.0079
Ripley	291,261	28,032	20.6	28.9	20.9	16.0	.0083
Rush	210,247	27,537	21.1	30.0	19.9	16.3	.0053
Scott	215,374	23,623	23.5	28.7	19.3	10.6	.0063
Spencer	221,126	28,367	18.1	30.4	24.7	12.5	.0057
Starke	249,138	25,723	22.6	31.5	17.2	14.1	.0068
Steuben	350,731	29,470	19.3	33.1	20.9	16.9	.0100
Sullivan	217,564	25,465	22.1	29.7	17.3	15.0	.0063
Switzerland	82,394	25,245	23.1	30.4	18.8	11.3	.0019
Union	77,239	26,261	21.5	34.4	20.1	11.4	.0020
Vermillion	212,769	26,359	22.9	25.2	18.2	18.5	.0056
Wabash	405,352	27,282	20.9	32.1	20.5	13.7	.0115
Warren	91,001	26,768	21.7	33.5	19.9	12.7	.0020
Washington	247,252	23,970	24.0	29.5	18.9	11.2	.0070
Wayne	846,554	25,065	21.6	30.0	17.3	14.3	.0260
Wells	344,345	32,700	17.0	28.6	25.8	19.8	.0087
White	291,425	28,210	19.8	32.4	19.9	16.0	.0080
TOTAL METRO COUNTIES	**54,064,011**	**31,796**	**17.1**	**26.2**	**20.9**	**23.8**	**1.5263**
TOTAL STATE	**75,280,996**	**30,516**	**18.1**	**27.5**	**20.7**	**21.5**	**2.1074**

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Iowa

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**170.5**	**.0672**	**33.6**	**10.5**	**16.5**	**22.1**	**25.6**	**66.2**	**1,497,443**	**265,232**	**154,684**	**249,315**	**59,991**	**346,341**	**55,157**
Linn	170.5	.0672	33.6	10.5	16.5	22.1	25.6	66.2	1,497,443	265,232	154,684	249,315	59,991	346,341	55,157
• Cedar Rapids	109.9	.0433	33.7	10.9	17.1	21.3	26.5	44.1	1,221,394	213,106	131,800	242,356	40,422	253,645	47,336
SUBURBAN TOTAL	60.6	.0239	33.4	9.8	15.5	23.4	24.1	22.1	276,049	52,126	22,884	6,959	19,569	92,696	7,821
DAVENPORT–ROCK ISLAND–MOLINE	**346.5**	**.1366**	**34.3**	**9.1**	**15.0**	**21.6**	**27.4**	**134.8**	**2,812,347**	**525,941**	**291,969**	**388,849**	**112,373**	**599,902**	**143,826**
Scott	150.2	.0592	32.7	9.4	16.1	22.1	24.3	57.2	1,367,374	258,422	128,845	195,518	54,723	305,345	54,902
• Davenport	94.9	.0374	32.1	10.5	16.9	20.1	25.1	37.1	998,079	180,360	92,885	144,470	47,866	251,864	42,017
Henry, Ill.	*50.2*	*.0198*	*36.5*	*7.5*	*13.3*	*21.5*	*30.7*	*19.2*	*301,307*	*55,678*	*27,031*	*35,669*	*11,569*	*77,587*	*13,719*
Rock Island, Ill.	*146.1*	*.0576*	*35.3*	*9.2*	*14.6*	*21.1*	*29.5*	*58.4*	*1,143,666*	*211,841*	*136,093*	*157,662*	*46,081*	*216,970*	*75,205*
• *Moline*	*42.5*	*.0168*	*36.0*	*8.3*	*15.2*	*21.3*	*30.2*	*18.0*	*555,664*	*72,932*	*68,796*	*119,747*	*37,305*	*88,778*	*26,678*
• *Rock Island*	*39.9*	*.0157*	*34.8*	*12.0*	*13.4*	*18.7*	*31.0*	*16.0*	*217,200*	*42,669*	*27,728*	*21,748*	*4,480*	*41,224*	*16,798*
SUBURBAN TOTAL	169.2	.0667	35.2	7.8	14.4	23.2	27.1	63.7	1,041,404	229,980	102,560	102,884	22,722	218,036	58,333
DES MOINES	**401.3**	**.1582**	**33.0**	**10.2**	**17.6**	**22.1**	**24.4**	**156.4**	**3,611,768**	**752,545**	**343,621**	**484,761**	**141,519**	**817,637**	**121,603**
Dallas	30.3	.0119	35.1	6.8	15.2	22.1	28.0	11.5	143,298	36,967	7,084	9,807	3,580	45,214	3,564
Polk	334.2	.1318	32.8	10.6	18.1	21.9	24.2	132.0	3,274,374	668,322	327,853	469,909	137,173	682,007	113,857
• Des Moines	197.3	.0778	32.7	11.4	18.3	20.1	25.8	80.1	2,106,101	444,124	224,171	296,187	99,863	430,622	72,014
Warren	36.8	.0145	33.2	9.7	14.6	23.3	24.1	12.9	194,096	47,256	8,684	5,045	766	90,416	4,182
SUBURBAN TOTAL	204.0	.0804	33.3	9.1	16.7	24.0	23.2	76.3	1,505,667	308,421	119,450	188,574	41,656	387,015	49,589
DUBUQUE	**86.0**	**.0339**	**33.5**	**10.3**	**14.8**	**20.2**	**27.5**	**30.7**	**725,848**	**138,483**	**71,624**	**141,258**	**24,991**	**158,645**	**31,469**
Dubuque	86.0	.0339	33.5	10.3	14.8	20.2	27.5	30.7	725,848	138,483	71,624	141,258	24,991	158,645	31,469
• Dubuque	57.3	.0226	34.5	11.2	14.6	19.6	29.6	21.4	639,650	121,093	65,250	131,630	21,458	125,127	29,211
SUBURBAN TOTAL	28.7	.0113	31.5	8.6	14.9	21.4	23.4	9.3	86,198	17,390	6,374	9,628	3,533	33,518	2,258
IOWA CITY	**98.1**	**.0387**	**27.7**	**24.2**	**19.5**	**19.6**	**16.2**	**36.8**	**725,655**	**174,130**	**88,389**	**95,921**	**35,698**	**124,553**	**30,266**
Johnson	98.1	.0387	27.7	24.2	19.5	19.6	16.2	36.8	725,655	174,130	88,389	95,921	35,698	124,553	30,266
• Iowa City	60.9	.0240	25.0	33.0	18.9	17.2	15.7	22.3	539,794	134,024	68,400	80,303	27,347	79,741	25,768
SUBURBAN TOTAL	37.2	.0147	32.0	9.8	20.6	23.5	20.3	14.5	185,861	40,106	19,989	15,618	8,351	44,812	4,498

52% of Iowans think of themselves as morning people.

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IOWA (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
SIOUX CITY	**115.7**	**.0455**	**33.0**	**9.2**	**15.3**	**19.8**	**27.2**	**43.2**	**910,208**	**196,185**	**90,289**	**149,991**	**27,001**	**158,815**	**27,752**
Woodbury	98.9	.0389	33.3	9.2	15.1	19.8	27.7	37.2	842,961	175,676	78,441	149,016	23,914	145,428	25,147
• Sioux City	81.0	.0319	33.0	9.9	15.4	19.4	27.5	30.8	802,981	169,466	69,673	140,656	23,910	142,032	24,765
Dakota, Neb.	*16.8*	*.0066*	*31.5*	*8.8*	*16.5*	*20.3*	*23.9*	*6.0*	*67,247*	*20,509*	*11,848*	*975*	*3,087*	*13,387*	*2,605*
SUBURBAN TOTAL	34.7	.0136	33.2	7.5	14.7	20.9	26.5	12.4	107,227	26,719	20,616	9,335	3,091	16,783	2,987
WATERLOO-CEDAR FALLS	**145.2**	**.0573**	**33.6**	**12.9**	**13.4**	**20.6**	**27.6**	**54.6**	**1,094,120**	**194,791**	**96,990**	**188,441**	**25,287**	**299,982**	**43,707**
Black Hawk	122.6	.0484	33.2	13.3	13.6	20.6	27.0	46.3	978,188	169,747	87,352	175,276	22,534	273,017	39,355
• Cedar Falls	33.9	.0134	27.3	26.2	11.7	18.7	22.3	11.5	338,821	36,250	31,631	49,698	7,165	136,192	11,604
• Waterloo	65.8	.0259	35.2	8.7	14.5	20.8	29.6	26.7	581,296	115,373	51,743	124,310	14,485	116,033	26,770
Bremer	22.6	.0089	35.9	11.1	12.2	20.8	30.6	8.3	115,932	25,044	9,638	13,165	2,753	26,965	4,352
SUBURBAN TOTAL	45.5	.0180	35.3	9.2	13.2	21.9	28.4	16.4	174,003	43,168	13,616	14,433	3,637	47,757	5,333
OTHER COUNTIES															
Adair	8.3	.0033	40.2	6.0	12.6	17.4	38.9	3.4	34,630	10,589	3,971	1,607	273	4,896	1,600
Adams	4.8	.0019	40.8	5.6	12.7	18.6	38.7	2.0	17,263	2,933	1,142	114	364	3,998	148
Allamakee	13.8	.0054	37.3	6.4	13.3	18.8	34.2	5.2	79,950	22,057	6,135	3,328	1,442	20,046	2,048
Appanoose	13.7	.0054	38.6	7.1	13.0	18.7	36.0	5.6	82,246	26,889	4,593	8,456	1,717	17,897	1,934
Audubon	7.1	.0028	40.9	5.4	11.7	17.6	39.8	2.9	37,967	7,018	2,140	269	1,469	17,571	269
Benton	22.6	.0089	35.2	7.1	14.8	19.6	30.7	8.6	90,975	20,186	5,885	2,682	2,507	23,551	2,604
Boone	25.1	.0099	37.2	7.3	14.7	21.0	32.5	9.8	133,152	35,817	10,574	6,013	4,690	39,108	5,287
Buchanan	20.8	.0082	33.8	7.0	13.8	19.4	29.0	7.5	102,948	17,505	5,953	13,199	883	27,129	3,217
Buena Vista	19.9	.0078	34.3	10.8	14.0	17.6	31.5	7.5	135,047	31,702	12,201	15,362	3,305	24,137	4,164
Butler	15.5	.0061	38.5	6.2	12.5	19.7	35.3	6.0	46,354	6,565	3,146	1,954	692	8,114	2,058
Calhoun	11.4	.0045	40.9	4.9	12.1	18.6	39.3	4.6	46,449	9,176	2,370	1,446	1,099	22,245	1,629
Carroll	21.4	.0085	34.6	6.7	14.0	17.9	31.6	8.0	158,421	44,055	8,584	14,255	5,130	41,069	3,463
Cass	14.9	.0058	39.0	5.8	13.1	19.0	36.4	6.1	114,461	18,737	9,025	12,783	2,206	29,367	6,273
Cedar	17.3	.0069	36.6	6.6	14.3	21.2	31.2	6.7	93,485	24,446	4,584	9,046	1,546	27,638	1,138
Cerro Gordo	46.7	.0184	36.0	8.5	15.2	19.8	31.6	19.1	467,304	91,732	40,308	93,951	10,741	90,156	9,261
Cherokee	13.8	.0054	37.8	5.8	13.0	19.7	34.4	5.4	93,489	21,593	6,582	10,244	2,329	24,149	4,150
Chickasaw	13.0	.0051	36.5	6.2	13.7	19.5	32.5	5.0	54,327	17,313	5,446	1,564	1,474	15,915	2,080
Clarke	8.4	.0033	37.5	6.6	13.6	19.7	33.9	3.3	57,788	15,321	2,975	5,450	689	10,277	831
Clay	17.3	.0069	35.7	7.1	14.5	20.3	30.8	7.0	134,844	28,840	7,409	21,091	5,116	35,231	4,167
Clayton	18.9	.0074	36.6	6.4	13.6	18.9	33.2	7.2	84,110	12,699	5,306	841	912	35,755	2,857
Clinton	50.7	.0200	35.6	7.7	14.5	20.5	30.5	19.7	354,298	77,368	31,794	43,409	11,801	101,856	17,419
Crawford	16.7	.0066	36.0	7.3	13.8	19.3	32.0	6.4	86,563	14,420	9,240	3,516	803	17,613	4,093
Davis	8.2	.0033	36.8	7.1	13.3	18.8	33.6	3.1	29,805	6,699	1,545	381	359	11,882	1,428
Decatur	8.1	.0032	36.5	13.2	11.5	17.2	34.7	3.1	24,992	6,704	1,637	202	761	2,750	1,314
Delaware	18.1	.0071	33.0	7.2	14.9	18.4	28.7	6.5	72,534	15,988	7,003	7,038	1,058	19,307	3,137
Des Moines	42.6	.0168	36.4	8.1	13.9	21.7	30.5	16.9	351,616	73,294	37,445	76,710	11,334	56,617	13,450
Dickinson	15.0	.0059	40.5	5.7	12.2	21.4	37.2	6.3	130,035	28,673	13,256	7,186	2,285	42,485	3,243
Emmet	11.4	.0045	36.9	8.7	12.0	18.8	33.8	4.4	66,027	16,829	4,889	5,640	1,159	18,932	2,735
Fayette	21.5	.0085	37.0	7.6	13.2	18.8	34.0	8.3	126,402	35,059	6,411	10,419	3,032	35,944	4,664
Floyd	16.8	.0066	38.6	7.0	12.0	20.1	35.0	6.7	87,890	21,910	7,583	12,123	1,665	18,681	2,436
Franklin	11.1	.0044	38.8	5.9	12.9	19.9	35.6	4.5	36,851	6,864	2,931	1,945	749	4,630	1,866
Fremont	8.2	.0032	39.4	6.0	11.7	19.6	36.6	3.2	25,988	14,972	988	93	111	559	1,640
Greene	9.8	.0039	40.3	5.8	12.4	18.6	38.6	4.1	58,288	13,769	2,068	2,394	230	28,903	1,705
Grundy	11.8	.0046	39.4	5.6	12.6	20.4	35.9	4.7	37,093	10,233	3,390		1,459	9,747	1,957
Guthrie	10.8	.0043	40.5	5.7	11.8	19.5	38.1	4.4	35,840	5,242	3,661	598	874	5,696	2,078
Hamilton	15.9	.0063	37.7	6.5	14.1	19.7	34.2	6.3	92,629	20,953	5,485	7,227	1,677	21,424	3,369
Hancock	12.6	.0049	36.1	6.1	14.2	19.0	32.4	4.9	40,513	10,382	3,213	348	2,111	9,692	2,291
Hardin	18.5	.0073	38.7	7.5	12.6	18.8	36.2	7.4	107,188	29,900	7,549	11,351	885	27,826	3,740
Harrison	14.7	.0058	37.1	6.6	13.7	18.7	34.1	5.6	87,301	7,525	5,003	199	845	41,440	2,777
Henry	19.5	.0077	35.2	9.5	14.9	20.9	29.4	7.2	108,507	24,731	9,246	15,977	2,057	29,967	4,226
Howard	9.6	.0038	38.5	5.6	13.2	17.3	37.0	3.8	39,475	13,625	3,267	2,506	153	6,224	37
Humboldt	10.5	.0041	39.3	5.7	13.0	18.8	36.9	4.3	53,034	18,270	4,542	6,965	854	8,178	3,507
Ida	8.3	.0033	37.3	5.4	13.4	18.3	34.8	3.2	47,078	10,228	2,467	4,008	143	13,690	2,406
Iowa	14.5	.0057	37.2	6.3	14.9	19.2	33.9	5.7	108,152	23,342	20,199	1,761	5,775	12,686	2,004
Jackson	19.8	.0078	35.6	7.3	13.9	19.3	31.5	7.5	112,201	30,569	9,290	6,534	1,329	35,798	4,217
Jasper	35.3	.0140	36.7	7.3	14.5	21.0	31.6	13.8	199,897	48,392	15,687	18,293	3,803	48,920	7,759
Jefferson	16.6	.0065	37.3	6.8	13.8	28.1	26.9	6.4	109,507	25,831	6,075	19,426	2,796	26,008	1,621
Jones	18.4	.0072	35.2	8.5	15.4	20.3	30.0	7.1	84,779	17,856	4,302	13,343	1,975	20,348	2,046
Keokuk	11.5	.0046	38.0	6.3	13.8	17.9	35.9	4.5	46,366	7,712	3,054	1,177	397	15,456	1,368
Kossuth	18.2	.0071	37.4	5.5	13.3	18.5	34.7	7.1	98,470	23,076	9,861	8,057	1,529	28,755	3,128
Lee	38.5	.0152	36.4	7.6	14.5	20.9	31.1	14.8	272,033	72,843	19,179	36,159	7,561	77,638	11,344
Louisa	11.7	.0047	34.6	8.3	14.8	20.4	29.1	4.3	37,305	6,605	2,797	688	1,000	11,714	1,182
Lucas	9.0	.0035	39.6	6.7	12.5	19.2	36.9	3.7	33,794	15,025	3,659	1,135	491	4,522	1,456
Lyon	11.9	.0047	35.3	6.5	12.7	17.7	32.7	4.3	38,493	6,422	3,273	548	2,272	10,201	837
Madison	12.7	.0050	36.8	6.7	13.0	20.9	31.8	4.8	65,123	13,878	6,250	919	257	13,684	4,310
Mahaska	21.7	.0086	35.3	9.0	14.3	19.3	31.1	8.4	136,684	38,416	13,053	19,525	4,172	17,783	3,374
Marion	30.5	.0120	34.8	11.0	13.6	19.8	29.9	11.1	156,283	36,209	13,866	18,686	3,073	30,489	6,004
Marshall	37.9	.0149	37.3	7.7	13.7	21.6	31.9	14.8	265,900	61,391	23,887	46,838	9,438	48,461	12,021
Mills	13.2	.0052	35.4	7.0	14.8	23.3	27.4	4.7	52,270	14,888	4,205	200	201	12,649	1,823
Mitchell	10.9	.0043	39.1	6.2	12.6	17.8	37.4	4.2	48,207	12,230	5,398	725	1,535	14,154	1,635
Monona	9.8	.0039	41.6	5.4	11.9	18.2	40.1	4.0	50,297	9,477	4,026	813	862	16,319	4,812

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Monroe	8.1	.0032	38.4	6.9	13.2	18.7	35.7	3.2
Montgomery	11.9	.0047	39.2	6.4	12.9	19.3	36.6	4.9
Muscatine	40.3	.0159	33.5	8.7	15.5	21.2	26.5	15.0
O'Brien	15.2	.0060	37.8	6.4	13.2	17.7	35.9	5.9
Osceola	7.2	.0028	36.8	6.8	13.8	17.7	34.4	2.8
Page	16.6	.0065	39.0	6.6	12.6	19.7	36.0	6.6
Palo Alto	10.3	.0041	38.4	7.0	12.1	17.1	37.1	4.0
Plymouth	23.7	.0094	34.6	8.2	13.2	19.0	30.5	8.5
Pocahontas	9.3	.0036	40.1	4.7	12.7	18.6	37.8	3.8
☐ Pottawattamie	82.6	.0326	33.9	8.6	15.7	20.3	28.0	31.3
• Council Bluffs	54.3	.0214	33.0	9.4	16.8	18.8	27.8	21.1
Poweshiek	19.3	.0076	35.2	11.9	13.3	19.3	30.9	7.3
Ringgold	5.3	.0021	42.4	5.5	11.6	17.9	41.5	2.2
Sac	12.1	.0047	39.1	5.6	12.6	17.6	37.7	4.9
Shelby	13.1	.0052	37.9	6.1	13.0	18.1	35.6	5.0
Sioux	30.1	.0119	31.1	12.1	12.7	17.6	27.4	10.0
Story	74.6	.0294	26.3	27.9	15.7	17.1	19.3	26.1
Ames	47.5	.0187	24.0	40.1	15.7	14.1	14.6	15.7
Tama	17.2	.0068	38.1	6.9	13.0	18.9	35.2	6.7
Taylor	7.0	.0027	40.7	5.7	11.3	18.0	39.4	2.8
Union	12.7	.0050	37.2	8.0	13.0	19.8	33.3	5.2
Van Buren	7.6	.0030	38.4	6.5	12.7	18.6	36.0	3.0
Wapello	35.0	.0138	37.7	8.4	13.5	20.1	33.9	14.3
Washington	19.7	.0078	36.2	6.9	14.5	19.6	32.1	7.5
Wayne	6.9	.0027	42.7	5.4	11.8	17.2	42.1	2.9
Webster	40.0	.0158	36.1	8.3	14.0	19.1	32.5	15.9
Winnebago	12.0	.0047	36.7	8.8	13.2	19.6	32.8	4.7
Winneshiek	21.1	.0084	32.1	15.4	13.7	17.3	28.8	7.2
Worth	7.8	.0031	39.1	6.5	13.1	19.3	36.4	3.2
Wright	14.0	.0055	39.8	6.2	12.7	19.1	37.6	5.8
TOTAL METRO COUNTIES	**1,232.8**	**.4860**	**32.7**	**11.4**	**16.4**	**21.3**	**25.0**	**470.4**
TOTAL STATE	**2,778.1**	**1.0953**	**34.5**	**9.8**	**14.9**	**20.3**	**29.0**	**1,066.9**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Monroe	34,807	10,280	1,047	1,791	168	13,064	1,748
Montgomery	68,487	19,350	4,869	10,785	371	13,833	3,888
Muscatine	255,734	55,214	24,149	36,630	6,484	70,187	10,895
O'Brien	107,666	24,572	7,796	3,407	1,481	29,706	5,602
Osceola	22,704	4,796	1,484	1,231	686	5,758	1,600
Page	114,897	17,894	7,248	15,700	1,984	31,035	4,475
Palo Alto	51,027	18,149	2,805	1,778	569	9,534	2,537
Plymouth	144,237	28,868	14,521	11,258	1,939	44,314	3,536
Pocahontas	59,805	42,367	2,924	1,879	1,032	4,256	1,005
☐ Pottawattamie	631,657	82,381	54,590	67,048	8,126	238,241	31,161
• Council Bluffs	508,459	74,269	45,560	63,922	7,771	171,668	28,101
Poweshiek	109,689	26,773	6,606	15,894	2,302	30,663	3,049
Ringgold	28,726	4,120	1,658	264	435	8,210	160
Sac	53,942	18,255	4,539	658	1,657	12,301	1,250
Shelby	65,004	17,173	5,742	5,510	542	10,619	3,137
Sioux	128,975	31,625	10,745	4,254	3,961	36,253	4,640
Story	528,704	101,992	63,907	83,638	15,511	121,119	13,292
Ames	425,690	76,632	55,355	80,561	12,474	83,258	10,647
Tama	66,562	15,478	5,343	5,808	1,021	12,415	2,190
Taylor	19,069	6,495	2,042	87	322	3,015	144
Union	77,838	20,652	12,363	10,987	1,662	14,802	958
Van Buren	19,400	6,860	1,328	482	335	926	1,101
Wapello	237,189	52,644	18,384	34,208	6,242	33,132	8,210
Washington	117,423	33,196	6,959	8,624	2,793	28,305	3,457
Wayne	25,548	9,964	1,087	123	80	2,762	235
Webster	321,908	55,763	24,658	77,193	10,677	55,731	10,453
Winnebago	61,693	14,210	3,942	5,045	1,478	14,942	3,403
Winneshiek	122,128	30,069	10,234	22,531	3,958	19,299	1,745
Worth	19,717	4,436	2,333	. .	416	3,832	141
Wright	68,933	19,724	5,515	3,170	1,418	17,812	2,983
TOTAL METRO COUNTIES	**10,496,826**	**2,041,660**	**1,017,184**	**1,571,278**	**374,249**	**2,436,172**	**393,412**
TOTAL STATE	**19,511,756**	**4,145,952**	**1,762,415**	**2,572,930**	**587,218**	**4,581,874**	**704,883**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CEDAR RAPIDS	**2,729,064**	**35,801**	**14.6**	**24.7**	**23.2**	**28.2**	**.0745**
Linn	2,729,064	35,801	14.6	24.7	23.2	28.2	.0745
• Cedar Rapids	1,803,734	34,992	15.1	24.6	22.7	27.2	.0530
SUBURBAN TOTAL	925,330	37,440	13.6	25.2	23.8	30.2	.0215
DAVENPORT-ROCK ISLAND-MOLINE	**4,883,743**	**30,815**	**18.1**	**25.8**	**20.0**	**23.3**	**.1389**
Scott	2,098,728	31,790	17.4	25.6	20.6	24.0	.0625
• Davenport	1,237,990	27,979	19.6	27.0	18.5	19.5	.0405
Henry, Ill.	*653,982*	*28,689*	*20.4*	*28.5*	*19.7*	*19.2*	*.0176*
Rock Island, Ill.	*2,131,033*	*30,621*	*18.0*	*25.4*	*19.4*	*23.8*	*.0588*
• Moline	*695,016*	*31,561*	*17.5*	*27.0*	*19.2*	*25.3*	*.0218*
• Rock Island	*549,648*	*27,449*	*19.9*	*25.1*	*18.1*	*19.9*	*.0141*
SUBURBAN TOTAL	2,401,089	33,262	17.0	25.2	21.5	25.7	.0625
DES MOINES	**6,466,837**	**35,095**	**15.0**	**25.8**	**22.0**	**28.1**	**.1778**
Dallas	405,310	29,893	19.1	28.7	21.6	19.6	.0101
Polk	5,563,401	35,481	14.7	25.6	21.8	29.0	.1549
• Des Moines	2,958,654	30,680	17.8	27.7	20.9	21.4	.0899
Warren	498,126	35,950	14.5	25.2	25.4	26.3	.0128
SUBURBAN TOTAL	3,508,183	40,176	12.0	23.8	23.2	35.1	.0879
DUBUQUE	**1,135,012**	**31,311**	**18.1**	**27.8**	**21.5**	**21.7**	**.0339**
Dubuque	1,135,012	31,311	18.1	27.8	21.5	21.7	.0339
• Dubuque	766,163	29,901	19.5	27.8	20.7	19.9	.0253
SUBURBAN TOTAL	368,849	34,607	15.0	27.5	23.4	25.9	.0086
IOWA CITY	**1,525,769**	**32,628**	**17.2**	**24.1**	**18.1**	**28.3**	**.0401**
Johnson	1,525,769	32,628	17.2	24.1	18.1	28.3	.0401
• Iowa City	887,852	28,863	19.9	23.3	15.8	25.7	.0256
SUBURBAN TOTAL	637,917	37,412	13.0	25.5	21.7	32.3	.0145

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SIOUX CITY	**1,537,900**	**29,298**	**19.3**	**27.6**	**20.4**	**19.8**	**.0446**
Woodbury	1,326,084	28,970	19.7	27.5	20.2	19.5	.0394
• Sioux City	1,098,482	28,763	19.9	27.5	20.3	19.0	.0344
Dakota, Neb.	*211,816*	*31,259*	*17.2*	*27.9*	*21.6*	*21.4*	*.0052*
SUBURBAN TOTAL	439,418	30,592	18.0	27.5	20.6	21.8	.0102
WATERLOO-CEDAR FALLS	**1,898,200**	**29,065**	**19.6**	**25.6**	**19.1**	**21.5**	**.0550**
Black Hawk	1,604,418	28,656	19.8	25.4	18.7	21.5	.0473
• Cedar Falls	435,471	30,763	19.1	23.3	17.6	26.4	.0141
• Waterloo	867,430	26,570	21.0	25.9	18.3	18.1	.0264
Bremer	293,782	31,274	19.0	26.9	21.6	21.5	.0077
SUBURBAN TOTAL	595,299	32,218	17.6	26.9	21.6	23.5	.0145
OTHER COUNTIES							
Adair	102,317	25,929	22.0	30.9	19.6	13.0	.0025
Adams	54,895	23,807	24.3	31.5	18.5	8.2	.0014
Allamakee	151,348	23,768	23.6	28.7	17.2	12.8	.0044
Appanoose	150,535	21,053	27.0	25.9	13.8	12.6	.0045
Audubon	94,047	25,907	23.1	30.6	19.1	13.8	.0025
Benton	286,233	29,670	18.4	28.0	21.8	19.1	.0070
Boone	327,145	29,082	19.8	29.5	21.4	17.6	.0086
Buchanan	257,664	27,916	20.7	27.4	19.6	18.4	.0067
Buena Vista	234,400	26,776	21.2	35.2	19.6	11.6	.0070
Butler	190,862	27,255	21.6	30.9	19.9	14.9	.0045
Calhoun	136,956	24,945	22.0	33.9	15.7	12.3	.0035
Carroll	267,807	27,876	20.8	30.2	20.3	15.6	.0079
Cass	177,924	24,540	23.6	32.2	17.0	12.2	.0055
Cedar	230,258	31,206	17.9	29.0	23.3	19.2	.0059
Cerro Gordo	632,650	28,452	19.9	29.5	20.9	17.2	.0199

METRO & COUNTY TOTALS

IOWA (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES 12/31/91

% of Hsld's. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Cherokee	167,287	26,421	21.4	31.9	17.7	14.7	.0048
Chickasaw	157,881	27,490	20.4	32.5	20.0	14.1	.0042
Clarke	95,606	23,617	26.3	30.9	14.3	13.4	.0028
Clay	239,852	28,684	20.8	28.8	22.1	15.9	.0069
Clayton	218,227	25,930	21.2	30.9	18.6	14.3	.0057
Clinton	647,207	28,484	19.7	28.5	21.2	17.8	.0186
Crawford	186,613	25,652	21.5	34.2	17.1	12.4	.0053
Davis	96,257	24,375	24.1	32.7	16.2	12.4	.0024
Decatur	80,016	20,944	25.6	27.4	15.8	9.0	.0022
Delaware	222,228	28,152	18.5	31.0	20.1	15.8	.0056
Des Moines	571,883	29,846	19.1	27.7	21.5	19.4	.0167
Dickinson	232,230	29,710	18.5	30.6	20.7	19.3	.0065
Emmet	135,626	26,474	21.5	32.3	17.3	14.8	.0039
Fayette	238,985	24,140	24.2	29.9	17.6	11.7	.0070
Floyd	210,364	26,534	19.9	30.8	18.9	14.0	.0056
Franklin	138,337	25,975	20.6	33.7	16.4	13.5	.0033
Fremont	91,552	24,732	23.1	31.8	19.4	9.3	.0023
Greene	121,264	25,971	21.4	33.2	19.2	12.0	.0034
Grundy	166,155	29,871	18.7	29.7	22.7	17.5	.0037
Guthrie	137,721	27,018	20.4	32.5	18.3	14.9	.0034
Hamilton	209,096	29,680	19.2	29.4	24.6	15.6	.0055
Hancock	157,364	28,736	19.0	34.1	22.6	13.1	.0037
Hardin	241,016	27,779	20.4	31.6	19.4	16.0	.0065
Harrison	160,161	24,606	22.5	31.3	16.9	12.1	.0048
Henry	246,556	28,620	19.7	30.0	22.0	16.2	.0066
Howard	107,487	24,932	21.9	34.0	17.6	9.8	.0028
Humboldt	145,889	28,695	21.3	32.4	20.9	15.9	.0038
Ida	102,104	26,533	21.0	31.0	17.6	15.8	.0026
Iowa	198,912	30,532	17.1	30.6	23.1	18.0	.0057
Jackson	244,142	27,635	19.6	28.2	18.7	18.0	.0067
Jasper	485,166	31,573	18.4	28.8	23.1	20.1	.0126
Jefferson	208,003	25,170	21.8	28.5	19.7	13.1	.0059
Jones	236,718	28,349	19.5	31.5	20.9	15.9	.0060
Keokuk	135,519	26,460	21.3	31.3	20.6	12.8	.0035
Kossuth	216,511	25,870	22.2	34.9	18.4	11.0	.0059
Lee	465,048	26,883	20.4	28.6	19.6	15.8	.0139
Louisa	157,734	32,064	17.8	27.0	22.2	22.5	.0039
Lucas	107,015	24,191	23.7	27.7	18.1	12.6	.0026
Lyon	127,771	25,827	23.7	34.1	17.2	11.9	.0032

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Madison	167,904	31,677	18.7	27.1	22.6	20.9	.0044
Mahaska	267,893	27,508	20.6	30.3	19.9	15.3	.0076
Marion	399,605	31,194	16.5	30.6	22.3	19.3	.0102
Marshall	552,205	32,002	17.4	28.0	21.7	23.1	.0148
Mills	162,828	30,545	18.7	28.4	23.2	19.5	.0041
Mitchell	138,519	29,031	19.3	30.4	22.1	15.7	.0036
Monona	115,812	23,868	23.9	31.9	15.9	11.1	.0031
Monroe	91,498	23,898	24.6	30.9	14.7	13.2	.0024
Montgomery	147,112	25,726	23.6	31.2	19.6	11.4	.0041
Muscatine	553,502	32,612	16.3	26.5	23.9	21.9	.0147
O'Brien	186,457	26,943	21.0	31.8	20.5	13.6	.0055
Osceola	95,029	27,607	22.5	29.2	20.0	17.1	.0023
Page	212,421	26,837	20.6	29.4	17.9	16.6	.0061
Palo Alto	127,858	25,881	23.0	31.5	18.3	14.0	.0033
Plymouth	300,635	30,693	17.7	29.6	21.7	19.6	.0083
Pocahontas	119,849	26,806	21.7	31.9	19.8	13.6	.0033
☐ Pottawattamie	1,067,869	30,202	17.5	30.3	21.7	18.9	.0312
● Council Bluffs	679,125	28,464	19.1	31.2	20.9	15.8	.0218
Poweshiek	260,709	29,966	18.6	29.7	21.5	18.7	.0068
Ringgold	58,020	23,054	24.6	32.3	16.1	8.3	.0017
Sac	160,639	27,557	20.7	32.6	18.2	16.5	.0040
Shelby	159,368	26,467	21.7	34.0	18.0	14.4	.0043
Sioux	332,826	28,272	20.1	34.0	21.1	14.3	.0089
Story	983,901	30,692	18.4	25.3	19.1	24.1	.0278
Ames	590,760	28,419	20.0	23.2	16.3	24.2	.0187
Tama	219,411	28,124	19.8	31.4	20.4	15.7	.0054
Taylor	73,346	23,140	23.0	31.0	16.9	9.5	.0018
Union	147,543	24,964	21.9	31.6	15.6	13.4	.0043
Van Buren	78,631	22,437	26.1	32.3	15.0	9.2	.0019
Wapello	432,034	24,665	23.1	28.2	17.3	14.9	.0125
Washington	238,187	28,164	19.9	33.7	22.0	13.6	.0066
Wayne	74,748	21,494	26.2	29.6	13.2	10.8	.0021
Webster	520,336	27,724	20.7	30.3	20.2	15.8	.0154
Winnebago	142,021	26,264	21.3	32.1	20.5	11.8	.0039
Winneshiek	241,537	27,648	19.5	29.9	19.1	16.5	.0069
Worth	94,727	24,951	22.3	32.6	18.5	11.7	.0023
Wright	175,799	26,403	22.2	31.3	20.2	12.3	.0045
TOTAL METRO COUNTIES	**18,247,563**	**32,835**	**16.7**	**26.0**	**21.2**	**25.2**	**.5144**
TOTAL STATE	**37,683,017**	**29,690**	**18.8**	**28.2**	**20.5**	**20.1**	**1.0456**

Kansas

POPULATION

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
KANSAS CITY	**1,607.2**	**.6338**	**33.2**	**8.9**	**17.5**	**22.4**	**24.5**	**618.5**
Johnson	379.8	.1498	33.2	8.0	18.4	25.2	21.5	146.3
● Olathe	67.8	.0267	28.8	9.2	21.5	24.0	12.7	23.0
Overland Park	119.6	.0472	34.3	8.0	18.3	25.3	23.5	48.2
Leavenworth	66.7	.0263	33.3	7.9	18.6	26.1	20.7	20.6
● Leavenworth	39.9	.0157	32.9	8.2	19.9	26.5	19.3	12.0
Miami	24.2	.0095	34.8	7.4	15.0	21.9	27.8	8.7
Wyandotte	160.8	.0634	32.0	9.5	16.8	19.2	25.8	61.0
● Kansas City	148.6	.0586	31.9	9.6	17.0	19.0	25.7	56.7
Cass, Mo.	*66.6*	*.0263*	*32.7*	*8.3*	*16.4*	*22.3*	*23.8*	*23.9*
Clay, Mo.	*157.1*	*.0619*	*33.2*	*9.5*	*17.7*	*23.0*	*23.8*	*60.4*
Jackson, Mo.	*637.4*	*.2513*	*33.5*	*9.4*	*17.6*	*21.0*	*26.3*	*254.3*
Blue Springs	*40.4*	*.0159*	*30.2*	*8.7*	*16.9*	*27.1*	*14.8*	*13.6*
Independence	*113.0*	*.0446*	*34.8*	*9.1*	*16.9*	*20.4*	*29.3*	*45.6*
● Kansas City	*438.0*	*.1727*	*33.1*	*9.7*	*18.8*	*20.5*	*25.9*	*178.8*
Lee's Summit	*46.8*	*.0185*	*32.4*	*7.6*	*18.8*	*23.6*	*21.6*	*17.8*
Lafayette, Mo.	*31.5*	*.0124*	*35.8*	*8.3*	*14.1*	*20.3*	*30.8*	*11.9*

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
KANSAS CITY	**12,625,622**	**2,287,655**	**1,248,008**	**1,816,007**	**480,122**	**3,342,790**	**406,803**
Johnson	3,707,724	671,695	290,752	553,385	195,768	1,043,650	103,861
● Olathe	568,894	124,412	33,946	54,909	13,428	240,386	13,274
Overland Park	1,666,698	184,747	143,163	355,076	92,630	446,025	49,964
Leavenworth	287,614	61,160	23,748	43,926	8,273	79,113	3,453
● Leavenworth	232,711	50,050	20,544	40,890	6,542	70,907	1,993
Miami	114,380	28,541	9,147	10,336	2,311	35,688	4,019
Wyandotte	929,521	171,234	101,869	122,507	25,055	243,868	39,809
● Kansas City	847,569	156,635	95,237	114,485	24,385	213,687	36,082
Cass, Mo.	*324,253*	*77,393*	*24,451*	*29,968*	*5,923*	*80,816*	*18,957*
Clay, Mo.	*1,420,877*	*204,587*	*119,370*	*244,071*	*56,921*	*387,156*	*43,431*
Jackson, Mo.	*5,302,127*	*892,974*	*599,713*	*769,916*	*177,091*	*1,418,653*	*177,637*
Blue Springs	*324,435*	*68,047*	*25,622*	*41,515*	*8,212*	*95,808*	*8,663*
Independence	*925,466*	*146,314*	*86,894*	*160,413*	*38,520*	*268,993*	*36,341*
● Kansas City	*3,835,278*	*674,967*	*498,958*	*609,314*	*124,052*	*892,534*	*124,577*
Lee's Summit	*246,621*	*63,714*	*22,005*	*18,904*	*7,531*	*65,273*	*5,963*
Lafayette, Mo.	*121,106*	*32,530*	*13,883*	*12,742*	*1,698*	*21,191*	*4,729*

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Platte, Mo	*60.7*	*.0240*	*33.1*	*9.1*	*18.0*	*25.9*	*20.6*	*23.2*	*338,088*	*133,276*	*60,477*	*16,701*	*5,730*	*18,655*	*7,261*
Ray, Mo	*22.4*	*.0089*	*34.6*	*7.3*	*14.6*	*21.6*	*27.9*	*8.2*	*79,932*	*14,265*	*4,598*	*12,455*	*1,352*	*14,000*	*3,646*
SUBURBAN TOTAL	912.9	.3601	34.0	8.4	16.9	23.6	24.6	348.0	7,141,170	1,281,591	599,323	996,409	311,715	1,925,276	230,877
LAWRENCE	**84.5**	**.0333**	**26.2**	**27.2**	**17.0**	**18.0**	**17.0**	**31.1**	**521,329**	**110,288**	**68,967**	**70,900**	**20,908**	**93,857**	**11,338**
Douglas	84.5	.0333	26.2	27.2	17.0	18.0	17.0	31.1	521,329	110,288	68,967	70,900	20,908	93,857	11,338
• Lawrence	67.8	.0267	24.8	31.2	17.8	16.7	14.9	25.2	502,559	104,218	66,939	70,682	20,858	91,316	10,496
SUBURBAN TOTAL	16.7	.0066	34.2	10.3	14.0	23.1	25.7	5.9	18,770	6,070	2,028	218	50	2,541	842
TOPEKA	**163.3**	**.0644**	**34.2**	**8.9**	**16.4**	**21.9**	**26.8**	**64.8**	**1,337,511**	**229,510**	**136,866**	**181,743**	**42,930**	**341,995**	**55,348**
Shawnee	163.3	.0644	34.2	8.9	16.4	21.9	26.8	64.8	1,337,511	229,510	136,866	181,743	42,930	341,995	55,348
• Topeka	121.6	.0479	34.0	9.6	17.3	20.1	28.2	53.7	1,291,076	220,889	133,003	181,743	41,499	336,080	52,507
SUBURBAN TOTAL	41.7	.0165	35.1	6.7	13.2	27.2	23.0	14.1	38,735	8,621	3,863		1,431	5,915	2,841
WICHITA	**464.4**	**.1831**	**32.2**	**9.3**	**17.6**	**20.9**	**24.1**	**179.0**	**3,570,275**	**711,309**	**390,745**	**550,429**	**111,969**	**782,312**	**87,101**
Butler	52.1	.0205	34.1	7.5	14.9	21.6	27.0	19.0	227,886	47,173	23,042	31,617	5,747	55,783	5,487
Sedgwick	412.3	.1626	32.0	9.5	18.1	20.8	23.7	160.0	3,347,389	664,136	367,703	518,812	106,222	726,529	81,614
• Wichita	310.5	.1224	32.0	10.1	18.7	20.1	24.4	126.0	3,041,954	591,254	335,840	495,170	103,173	664,592	75,247
SUBURBAN TOTAL	153.9	.0607	32.6	7.5	15.6	22.6	23.6	53.0	515,321	120,055	54,905	55,259	8,796	117,720	11,854
OTHER COUNTIES															
Allen	14.2	.0056	36.3	7.8	13.2	18.5	33.1	5.5	64,434	18,243	10,473	2,077	1,011	9,679	2,290
Anderson	7.6	.0030	38.6	6.7	12.4	17.8	36.6	3.0	26,657	4,346	2,681	1,027	976	7,981	1,230
Atchison	16.8	.0067	33.9	10.0	13.7	17.6	30.9	6.1	86,926	20,558	6,266	13,029	3,385	17,684	5,771
Barber	5.6	.0022	38.2	5.2	13.6	18.5	35.9	2.2	33,405	6,100	2,121	1,491	925	8,802	2,000
Barton	28.1	.0110	35.2	7.5	15.0	19.1	31.3	11.1	212,534	51,044	23,929	33,426	6,257	48,705	5,690
Bourbon	14.7	.0058	37.4	8.1	12.6	18.9	34.4	5.8	90,323	23,991	9,721	10,921	1,449	21,318	2,156
Brown	11.0	.0044	37.3	6.4	13.1	17.6	35.3	4.3	45,162	13,311	2,708	8,834	504	7,025	1,815
Chase	3.0	.0012	40.1	5.5	12.8	18.5	38.1	1.2	9,165	1,511	1,371	106	44	595	1,008
Chautauqua	4.2	.0017	43.9	5.2	11.3	17.2	43.0	1.8	9,182	4,177	793	728	36	190	671
Cherokee	21.2	.0083	36.3	8.6	13.1	20.1	31.7	8.4	67,116	26,740	6,260	8,443	1,092	8,158	3,411
Cheyenne	3.1	.0012	42.7	4.3	10.8	18.8	42.0	1.4	16,634	5,933	1,130	1,221	314	1,817	73
Clark	2.3	.0009	41.3	4.7	11.8	19.2	39.4	1.0	11,202	3,068	953		318	1,967	772
Clay	9.0	.0036	39.8	6.0	11.9	18.8	37.7	3.6	40,855	11,118	1,981	868	593	9,057	1,490
Cloud	10.7	.0042	40.6	8.9	11.5	17.2	39.4	4.3	66,220	16,407	4,274	7,372	1,201	17,160	2,923
Coffey	8.2	.0032	36.9	6.1	13.8	20.2	32.7	3.3	37,354	8,374	2,678	366	663	6,593	1,469
Comanche	2.3	.0010	42.1	5.3	11.5	17.5	41.4	.9	7,180	1,278	495		224	1,950	470
Cowley	36.9	.0145	35.3	8.8	14.1	19.9	30.6	14.0	209,728	43,587	20,502	28,898	5,179	38,567	10,573
Crawford	35.0	.0138	35.0	12.8	13.8	17.8	32.2	14.4	209,320	51,019	23,277	31,564	4,738	38,992	4,167
Decatur	3.9	.0015	40.8	4.0	13.4	16.2	40.6	1.6	14,506	2,073	1,746	102	213	4,202	346
Dickinson	19.0	.0075	38.0	6.4	13.4	18.9	35.1	7.6	84,108	23,650	9,366	3,728	1,104	12,859	3,763
Doniphan	8.1	.0032	35.7	9.8	13.2	19.2	31.7	3.1	31,001	7,151	1,664	642	125	2,591	1,392
Edwards	3.7	.0015	40.3	5.4	12.9	17.5	39.2	1.6	11,720	3,728	1,389	435	259	1,777	924
Elk	3.2	.0013	47.3	5.6	9.3	16.5	47.0	1.4	6,808	2,198	406		66	437	109
Ellis	25.6	.0101	31.4	14.3	15.1	19.3	25.2	10.0	236,249	48,055	25,401	45,677	5,588	45,628	5,873
Ellsworth	6.6	.0026	38.7	7.0	14.5	18.5	36.4	2.5	25,644	8,630	1,699	329	730	3,651	950
Finney	33.8	.0133	27.4	11.0	18.6	19.1	16.8	11.1	259,336	60,643	17,360	47,763	7,924	44,760	4,706

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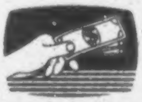
POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Ford	27.6	.0109	30.6	11.8	15.9	18.7	24.3	9.9	225,999	44,647	21,073	36,893	7,203	64,272	4,188
Franklin	22.0	.0086	33.8	8.6	15.0	19.2	29.1	8.3	119,654	28,923	11,538	24,938	1,062	21,305	4,352
Geary	30.1	.0119	26.6	17.0	18.9	17.0	17.2	10.6	170,703	28,086	29,045	27,576	6,343	31,354	1,624
Gove	3.1	.0012	38.8	5.3	12.6	18.6	36.5	1.3	17,628	1,848	2,684		202	4,531	728
Graham	3.4	.0014	39.8	4.4	13.3	18.3	37.8	1.4	18,172	3,904	1,409	458	140	5,785	668
Grant	7.2	.0028	29.5	8.0	15.9	20.5	20.8	2.4	38,858	9,801	4,348	3,436	422	11,048	1,109
Gray	5.4	.0021	32.4	7.1	14.4	21.1	25.2	1.9	11,919	1,784	1,399		340	1,553	696
Greeley	1.8	.0007	33.1	5.7	16.4	18.1	28.8	.7	7,967	690	302			350	1,046
Greenwood	7.5	.0030	41.7	6.2	11.6	17.6	40.7	3.1	29,680	7,839	2,071	236	236	4,479	2,602
Hamilton	2.2	.0009	38.7	5.3	13.6	18.8	36.2	.9	6,806	108	564	307	69	341	396
Harper	6.8	.0027	40.2	5.4	12.5	18.2	38.6	2.9	34,920	10,222	3,064	2,579	488	9,830	1,862
Harvey	30.9	.0121	35.3	9.2	14.0	20.4	30.1	11.6	183,426	46,127	20,676	17,605	7,301	28,043	3,339
Haskell	3.9	.0016	30.8	7.8	16.6	20.6	22.4	1.4	8,444	4,016	1,147		118	1,111	580
Hodgeman	2.2	.0008	37.5	4.7	14.4	17.4	35.6	.8	5,437	1,196	295		25	2,221	
Jackson	11.5	.0046	35.5	7.2	13.3	21.1	29.7	4.3	48,534	12,166	2,242	8,221	769	9,977	2,683
Jefferson	16.3	.0064	35.8	6.8	14.5	21.9	29.3	6.0	28,995	7,723	2,131	751	641	3,456	1,166
Jewell	3.9	.0015	43.3	4.3	10.9	18.3	42.6	1.6	10,773	3,270	1,101	104	174	795	470
Kearny	4.1	.0016	30.9	7.3	15.7	20.1	23.5	1.4	9,726	4,644	265		68	2,238	132
Kingman	8.1	.0032	37.5	5.7	13.3	18.6	34.7	3.1	34,483	11,815	2,723	3,468	660	5,314	1,040
Kiowa	3.5	.0014	39.4	6.1	12.0	19.0	37.1	1.4	15,872	3,564	1,874	153	345	2,215	500
Labette	23.3	.0092	35.6	8.5	14.1	19.2	31.7	9.2	120,053	32,642	9,552	16,998	2,926	23,301	5,468
Lane	2.4	.0009	38.4	5.4	12.4	18.1	36.5	1.0	10,677	3,243	928		305	394	114
Lincoln	3.5	.0014	43.2	3.9	11.1	18.1	42.9	1.5	13,701	4,212	1,590	775	301	2,463	323
Linn	8.4	.0033	40.0	6.2	11.7	18.6	37.8	3.2	25,249	8,517	1,161	537	255	4,395	1,095
Logan	2.9	.0011	38.8	5.5	12.9	17.9	37.1	1.2	25,819	6,544	589	2,464	1,088	10,648	518
Lyon	34.7	.0137	29.5	15.8	16.0	18.7	22.5	13.0	239,008	46,201	24,874	40,031	8,176	55,997	7,056
McPherson	27.1	.0107	35.2	9.7	13.8	19.5	30.8	10.2	153,792	34,192	13,097	12,226	3,395	44,859	1,984
Marion	12.7	.0050	40.4	8.0	11.8	17.9	38.8	4.9	53,167	9,217	3,707	813	1,792	15,506	1,551
Marshall	11.5	.0046	39.2	5.2	13.2	17.3	37.9	4.6	70,222	17,138	3,683	6,856	5,274	15,888	1,436
Meade	4.1	.0016	37.3	6.0	13.5	18.8	34.3	1.6	11,727	3,172	1,627	251	662	2,763	128
Mitchell	7.0	.0028	38.3	6.6	12.2	18.9	35.6	2.8	56,487	13,119	2,270	2,237	944	19,070	808
Montgomery	38.3	.0151	37.2	8.0	13.1	19.2	33.7	15.5	256,423	72,455	21,228	36,921	6,615	65,029	8,544
Morris	6.3	.0025	39.9	5.7	12.8	18.6	37.8	2.5	27,914	7,686	1,840	1,124	298	9,030	1,048
Morton	3.5	.0013	33.5	6.8	15.1	19.8	28.0	1.3	12,383	3,981	601	459	108	2,301	565
Nemaha	10.3	.0041	36.1	6.3	13.6	16.6	34.8	4.0	46,529	11,688	4,234	790	701	15,154	1,871
Neosho	16.5	.0065	37.0	7.5	13.8	18.8	33.9	6.6	111,178	20,980	7,045	18,570	3,295	25,138	3,271
Ness	3.9	.0015	39.4	4.1	13.9	17.9	37.9	1.7	15,519	2,074	978		391	5,198	1,145
Norton	5.7	.0023	39.7	7.5	14.0	18.5	37.7	2.2	36,518	10,650	2,281	3,686	629	7,081	1,141
Osage	15.3	.0060	35.6	6.3	14.3	20.2	32.1	5.8	54,906	17,289	3,973	916	1,073	16,559	1,438
Osborne	4.7	.0019	43.4	4.8	11.4	17.0	42.7	2.0	24,374	7,184	1,980	132	277	2,738	933
Ottawa	5.6	.0022	39.3	5.1	13.3	19.1	36.8	2.3	23,445	4,201	927	348	232	6,692	1,116
Pawnee	7.3	.0029	38.1	6.0	13.5	20.7	34.0	2.8	32,771	6,474	2,768	4,740	580	10,138	1,717
Phillips	6.5	.0025	40.7	4.8	12.1	19.6	38.4	2.7	30,107	12,705	1,873	3,145	844	3,367	633
Pottawatomie	16.4	.0065	33.2	7.7	15.6	20.1	27.0	6.0	50,432	14,322	4,462	659	5,645	5,835	883
Pratt	9.4	.0037	37.6	7.1	13.3	19.6	34.1	3.8	74,548	17,348	8,845	15,085	583	12,276	2,598
Rawlins	3.4	.0013	39.7	4.7	12.4	18.6	37.7	1.4	10,291	3,432	874	93	73	2,787	208
Reno	61.6	.0243	35.6	8.4	15.1	20.6	30.3	24.0	503,391	100,665	42,137	81,132	14,230	140,208	11,770
Republic	6.3	.0025	44.7	4.1	11.3	17.1	44.8	2.7	21,993	5,386	1,257	592	485	3,373	796
Rice	10.3	.0041	37.5	7.5	12.8	17.8	35.4	4.0	37,052	14,226	4,171	320	1,201	4,793	1,535
Riley	67.9	.0267	24.1	32.5	18.6	14.4	12.7	21.2	412,704	65,113	36,010	53,290	15,409	104,983	7,025
Rooks	5.7	.0023	38.5	5.6	13.3	17.3	37.1	2.3	21,434	3,430	1,197	146	708	3,048	1,013
Rush	3.6	.0014	43.7	4.2	12.3	17.3	43.5	1.6	8,180	3,063	626	99	69	744	184
Russell	7.4	.0029	41.8	5.1	12.8	18.7	40.4	3.2	41,709	11,472	3,851	1,032	627	10,503	1,422
Saline	49.4	.0195	33.9	9.0	16.4	20.6	27.6	20.0	468,347	75,489	41,900	72,460	12,644	100,180	7,549
Salina	42.4	.0167	33.5	9.6	16.8	20.0	27.5	17.4	456,082	75,489	41,416	73,460	11,811	98,981	7,549
Scott	5.1	.0020	35.4	6.3	14.2	20.5	30.0	2.0	29,050	7,009	2,887	4,191	1,052	3,590	1,166
Seward	18.7	.0073	29.1	10.9	18.0	18.5	20.9	6.6	181,507	35,297	14,672	38,495	7,121	37,190	3,797
Sheridan	2.9	.0012	38.2	4.5	12.4	19.3	35.1	1.2	9,667	3,544	234	210	166	2,985	611
Sherman	6.7	.0026	36.4	8.6	12.9	19.4	32.4	2.7	64,034	10,820	5,082	6,321	1,586	14,161	2,444
Smith	4.9	.0019	45.5	3.8	11.4	17.1	45.3	2.1	20,623	6,081	1,041	705	642	4,907	674
Stafford	5.2	.0021	39.8	5.4	12.6	18.1	38.3	2.2	10,280	3,906	964	205	433	397	1,013
Stanton	2.3	.0009	31.1	7.7	16.2	18.9	24.8	.8	6,178	2,123	391			1,169	204
Stevens	5.2	.0021	33.0	6.8	15.5	19.7	27.2	1.9	17,373	5,820	1,103	606	351	5,983	1,259
Sumner	26.0	.0102	35.4	6.4	14.0	20.0	30.5	9.7	113,632	33,186	7,797	16,403	2,600	15,239	2,419
Thomas	8.1	.0032	32.7	10.5	14.2	19.4	27.3	3.1	60,834	12,624	7,686	1,194	847	11,757	758
Trego	3.6	.0014	40.5	4.1	12.7	17.6	39.5	1.5	22,371	6,085	1,324		413	4,191	980
Wabaunsee	6.6	.0026	36.8	6.7	13.8	20.0	32.5	2.5	20,219	2,590	1,308	65	115	441	254
Wallace	1.8	.0007	35.3	7.9	12.4	19.1	31.4	.7	5,255	2,605	175			1,894	
Washington	6.9	.0027	42.8	5.2	11.3	16.6	42.3	2.8	24,505	6,325	1,841	1,330	1,750	2,395	315
Wichita	2.7	.0011	33.8	6.0	14.0	19.5	28.9	1.0	5,876	938	266			3,173	69
Wilson	9.9	.0039	39.8	6.0	11.8	19.3	37.2	4.0	42,743	12,006	2,702	2,932	1,275	3,643	3,178
Woodson	4.0	.0016	42.1	4.9	11.6	18.1	41.4	1.7	14,007	2,847	1,007	582	90	2,382	
TOTAL METRO COUNTIES	**1,343.7**	**.5298**	**32.4**	**9.9**	**17.6**	**22.1**	**23.4**	**511.5**	**10,468,656**	**1,983,737**	**1,082,094**	**1,833,226**	**407,214**	**2,620,483**	**304,929**
TOTAL STATE	**2,506.5**	**.9883**	**33.2**	**9.9**	**16.2**	**20.6**	**26.5**	**957.0**	**17,159,623**	**3,586,359**	**1,421,325**	**2,362,154**	**589,213**	**4,060,782**	**496,179**

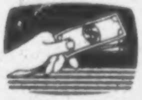
EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
KANSAS CITY	**25,924,628**	**35,208**	**14.7**	**24.7**	**20.8**	**29.5**	**.6826**
Johnson	8,206,805	47,405	8.4	20.1	20.5	46.6	.2011
• Olathe	1,079,505	43,958	9.0	22.3	22.7	41.1	.0292
Overland Park	2,669,894	48,836	8.4	19.9	19.3	48.5	.0727
Leavenworth	969,639	37,313	12.8	24.4	24.0	30.0	.0231
• Leavenworth	585,912	34,486	14.2	26.0	23.7	25.4	.0148
Miami	330,060	32,548	17.0	26.4	21.7	24.2	.0082
Wyandotte	1,801,157	25,821	20.6	29.1	18.6	14.3	.0521
• Kansas City	1,643,506	25,354	20.8	29.4	18.2	13.7	.0477
Cass, Mo.	*925,859*	*34,538*	*15.4*	*26.7*	*23.9*	*25.3*	*.0230*
Clay, Mo.	*2,469,211*	*36,229*	*14.2*	*26.6*	*24.0*	*28.2*	*.0689*
Jackson, Mo.	*9,506,091*	*31,615*	*16.9*	*25.4*	*20.2*	*24.3*	*.2651*
Blue Springs	*648,884*	*43,722*	*8.7*	*20.2*	*26.2*	*39.3*	*.0172*
Independence	*1,632,662*	*32,173*	*17.9*	*27.0*	*22.2*	*22.8*	*.0460*
• Kansas City	*6,583,952*	*30,307*	*17.2*	*25.8*	*19.2*	*23.2*	*.1860*
Lee's Summit	*843,684*	*42,668*	*10.9*	*20.3*	*22.9*	*38.9*	*.0191*
Lafayette, Mo.	*392,367*	*27,773*	*20.4*	*30.3*	*19.5*	*16.9*	*.0098*
Platte, Mo.	*1,046,250*	*40,692*	*11.6*	*23.6*	*23.2*	*35.9*	*.0244*
Ray, Mo.	*277,189*	*30,776*	*17.6*	*27.8*	*22.2*	*20.0*	*.0069*
SUBURBAN TOTAL	16,031,753	39,134	12.7	23.6	22.0	34.6	.4049
LAWRENCE	**1,086,496**	**28,004**	**19.2**	**23.1**	**18.1**	**21.5**	**.0298**
Douglas	1,086,496	28,004	19.2	23.1	18.1	21.5	.0298
• Lawrence	850,928	25,623	20.7	22.6	16.3	20.3	.0250
SUBURBAN TOTAL	235,568	36,137	12.5	25.2	25.8	26.5	.0048
TOPEKA	**2,498,089**	**33,182**	**16.2**	**27.0**	**20.8**	**25.9**	**.0685**
Shawnee	2,498,089	33,182	16.2	27.0	20.8	25.9	.0685
• Topeka	1,817,291	30,185	18.4	28.8	19.9	21.2	.0554
SUBURBAN TOTAL	680,798	45,757	8.5	19.4	24.5	43.1	.0131
WICHITA	**7,104,068**	**33,262**	**15.9**	**25.8**	**21.2**	**26.1**	**.1907**
Butler	694,470	32,066	15.9	27.5	22.9	22.0	.0171
Sedgwick	6,409,598	33,519	15.9	25.7	20.9	26.6	.1736
• Wichita	4,809,168	31,463	17.1	26.8	19.9	24.0	.1391
SUBURBAN TOTAL	2,294,900	37,823	12.8	24.1	23.9	31.0	.0516
OTHER COUNTIES							
Allen	149,009	23,098	23.6	29.9	15.7	11.3	.0042
Anderson	81,149	23,138	25.2	32.1	14.8	10.2	.0021
Atchison	181,826	24,760	22.4	31.8	16.2	13.1	.0053
Barber	59,913	22,479	27.0	28.1	16.5	10.7	.0018
Barton	344,567	25,946	22.3	30.6	19.9	13.3	.0103
Bourbon	176,810	25,386	22.7	27.1	16.8	15.9	.0050
Brown	122,586	23,110	24.1	30.6	15.7	11.3	.0033
Chase	36,600	25,000	23.7	28.4	16.9	15.3	.0009
Chautauqua	44,602	20,794	26.0	32.3	11.2	8.5	.0011
Cherokee	215,046	20,534	25.6	29.3	13.6	8.4	.0056
Cheyenne	39,410	24,210	24.1	30.1	17.1	12.0	.0011
Clark	30,050	26,198	21.8	32.6	20.9	11.6	.0008
Clay	106,178	23,190	25.6	33.7	12.4	11.8	.0027
Cloud	128,045	24,214	24.0	31.0	16.2	12.3	.0037
Coffey	105,383	27,797	19.4	29.4	19.9	16.6	.0028
Comanche	24,394	[illegible]	26.3	30.6	12.0	11.3	.0006
Cowley	468,778	[illegible]	20.1	27.2	21.4	17.6	.0126
Crawford	419,564	[illegible]	23.6	26.6	16.0	13.7	.0118
Decatur	45,456	23,125	24.7	27.6	16.9	11.8	.0011
Dickinson	238,526	[illegible]	23.1	29.1	18.2	15.8	.0061
Doniphan	81,618	23,414	23.7	34.2	13.8	9.3	.0023
Edwards	48,784	24,363	23.6	33.8	16.0	12.2	.0011
Elk	34,948	19,114	26.6	26.2	14.4	7.4	.0009
Ellis	325,362	25,599	21.7	24.6	17.6	18.1	.0103
Ellsworth	72,780	23,504	25.3	26.3	19.4	11.4	.0018
Finney	384,730	29,400	17.7	33.1	21.3	17.3	.0122
Ford	324,949	27,568	20.6	29.1	20.6	16.8	.0103
Franklin	258,675	26,526	22.1	29.8	19.5	13.6	.0071
Geary	340,108	25,677	23.9	32.5	17.5	14.1	.0098
Gove	39,657	26,715	19.3	32.2	20.3	12.3	.0010
Graham	41,559	24,100	22.7	30.5	14.2	13.4	.0012
Grant	86,465	34,520	14.6	24.0	26.8	22.4	.0022
Gray	66,817	28,832	19.2	34.0	19.5	17.1	.0016

EFFECTIVE BUYING INCOME



METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Greeley	22,301	26,833	19.2	31.4	19.7	13.9	.0005
Greenwood	88,519	22,619	25.1	28.5	15.6	12.0	.0023
Hamilton	28,699	25,879	21.0	29.3	17.1	16.6	.0007
Harper	80,546	23,927	22.4	30.4	18.7	10.3	.0022
Harvey	413,571	29,753	18.3	29.8	22.1	18.3	.0109
Haskell	43,783	27,993	17.1	35.8	21.4	13.8	.0012
Hodgeman	24,895	28,229	20.0	33.2	24.4	11.9	.0005
Jackson	140,915	28,956	19.3	26.5	20.2	19.2	.0036
Jefferson	208,683	30,972	19.1	27.7	23.9	18.4	.0045
Jewell	41,742	22,394	25.0	32.3	15.1	9.1	.0011
Kearny	50,012	32,063	17.2	30.7	24.7	19.3	.0012
Kingman	92,635	24,915	22.4	29.5	16.7	15.0	.0023
Kiowa	41,714	25,753	22.0	30.5	20.1	12.1	.0012
Labette	263,183	23,625	24.2	28.9	16.8	12.5	.0074
Lane	34,912	29,025	16.1	30.5	20.2	19.6	.0007
Lincoln	39,120	21,821	26.7	26.6	17.7	9.1	.0010
Linn	99,808	24,608	22.8	30.5	16.8	12.9	.0024
Logan	34,819	23,901	24.2	32.0	16.0	13.2	.0011
Lyon	407,314	26,201	21.0	28.1	20.5	13.9	.0122
McPherson	374,883	31,980	18.0	27.5	22.5	22.2	.0096
Marion	141,179	24,120	23.3	31.8	17.0	11.4	.0038
Marshall	126,887	22,908	25.3	31.1	13.5	12.1	.0038
Meade	47,551	25,981	22.5	32.1	20.3	12.1	.0012
Mitchell	82,173	25,030	22.3	33.2	17.6	11.4	.0026
Montgomery	457,314	23,939	23.8	26.9	17.5	13.9	.0134
Morris	74,219	24,091	25.3	27.7	16.4	15.2	.0019
Morton	49,284	29,615	20.6	26.2	17.8	23.1	.0011
Nemaha	118,224	24,512	23.4	31.7	15.1	12.6	.0032
Neosho	184,079	24,394	23.1	30.3	17.0	12.1	.0055
Ness	52,199	27,611	20.1	30.8	20.3	13.8	.0013
Norton	66,812	24,268	25.1	29.7	18.0	11.9	.0020
Osage	177,399	27,257	21.4	30.2	21.4	13.6	.0045
Osborne	50,545	20,608	29.7	30.1	13.7	7.7	.0015
Ottawa	62,498	23,746	24.7	34.8	15.4	9.7	.0016
Pawnee	97,812	27,556	20.8	31.6	19.4	15.7	.0024
Phillips	72,159	23,067	23.3	30.2	16.4	9.2	.0020
Pottawatomie	199,850	29,007	19.7	29.2	21.7	17.4	.0049
Pratt	119,149	25,521	24.2	29.1	17.1	16.4	.0035
Rawlins	43,658	25,976	22.7	34.2	14.7	14.1	.0011
Reno	811,500	27,578	20.4	30.6	19.7	15.8	.0239
Republic	71,443	21,634	28.3	31.8	13.9	8.1	.0019
Rice	109,034	22,995	25.3	28.4	17.7	10.4	.0029
Riley	705,062	23,484	23.5	28.0	15.4	14.7	.0215
Rooks	61,982	22,188	26.3	32.6	13.3	9.2	.0017
Rush	46,538	24,200	24.5	29.7	17.1	12.4	.0011
Russell	94,268	24,385	23.7	27.0	19.7	12.0	.0024
Saline	703,747	28,795	19.6	29.1	20.3	18.2	.0211
Salina	597,812	28,016	20.3	29.6	19.8	17.0	.0189
Scott	63,362	27,769	19.3	34.7	20.1	13.7	.0017
Seward	239,882	30,892	16.9	29.3	21.9	21.4	.0076
Sheridan	32,697	23,619	22.9	33.5	15.3	11.1	.0007
Sherman	74,792	23,190	25.0	30.7	15.9	10.8	.0027
Smith	50,541	20,563	28.2	32.1	13.2	6.2	.0013
Stafford	63,149	22,840	27.0	28.3	17.0	11.2	.0015
Stanton	24,556	25,284	23.0	32.9	19.1	11.0	.0006
Stevens	65,519	30,973	17.7	27.9	23.7	18.5	.0016
Sumner	342,511	30,978	17.9	27.8	21.2	21.5	.0084
Thomas	91,247	24,043	24.3	31.3	15.6	13.5	.0029
Trego	41,243	22,039	26.5	29.5	15.1	10.3	.0012
Wabaunsee	84,372	31,056	18.5	29.7	22.8	18.8	.0019
Wallace	19,827	23,791	25.7	31.4	17.9	10.6	.0006
Washington	71,854	21,567	27.1	29.1	14.9	9.4	.0019
Wichita	30,584	26,141	21.9	37.2	17.0	13.2	.0007
Wilson	108,941	22,228	26.2	27.4	15.6	11.7	.0029
Woodson	45,674	21,134	29.0	30.1	13.5	9.2	.0013
TOTAL METRO COUNTIES	**21,996,314**	**35,608**	**14.4**	**24.5**	**20.6**	**30.4**	**.5735**
TOTAL STATE	**35,930,028**	**30,541**	**18.0**	**26.8**	**19.5**	**23.1**	**.9621**

Kentucky

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE-HOPKINSVILLE	**172.4**	**.0679**	**28.7**	**16.2**	**19.1**	**18.6**	**19.4**	**57.0**	**1,054,654**	**154,414**	**95,722**	**147,120**	**52,263**	**296,234**	**32,874**
Christian	68.1	.0268	28.3	17.4	18.8	16.9	20.4	21.3	350,100	61,994	33,840	41,621	13,591	70,691	16,044
• Hopkinsville	29.4	.0116	34.4	9.8	15.0	19.6	29.5	11.3	276,928	54,909	24,875	28,847	11,977	53,702	14,231
Montgomery, Tenn.	*104.3*	*.0411*	*29.0*	*15.3*	*19.3*	*19.6*	*18.9*	*35.7*	*704,554*	*92,420*	*61,882*	*105,499*	*38,672*	*225,543*	*16,830*
• *Clarksville*	*78.3*	*.0309*	*27.9*	*17.6*	*20.1*	*18.6*	*17.1*	*26.4*	*664,578*	*77,151*	*55,506*	*101,309*	*36,547*	*223,466*	*15,740*
SUBURBAN TOTAL	64.7	.0254	27.8	17.3	19.8	18.1	17.7	19.3	113,148	22,354	15,341	16,964	3,739	19,066	2,903
HUNTINGTON-ASHLAND	**311.0**	**.1226**	**35.8**	**10.0**	**14.1**	**21.4**	**29.9**	**119.3**	**1,896,545**	**379,018**	**169,233**	**336,263**	**89,440**	**380,257**	**90,784**
Boyd	50.7	.0200	37.0	8.2	15.0	22.2	31.0	19.7	453,880	73,995	35,111	89,077	12,589	110,671	24,708
• Ashland	23.5	.0093	39.7	7.6	13.7	19.1	37.4	10.1	385,987	49,276	29,386	86,719	12,289	100,844	21,604
Carter	24.3	.0096	33.6	11.0	14.2	21.0	27.0	8.7	104,421	19,764	7,913	15,190	6,933	18,737	5,579
Greenup	36.9	.0145	36.0	8.6	13.9	23.6	28.1	13.5	105,742	35,630	7,692	4,090	6,294	24,844	6,478
Lawrence, Ohio	*62.0*	*.0244*	*34.7*	*9.1*	*14.1*	*21.0*	*28.6*	*23.0*	*247,386*	*69,693*	*20,787*	*20,998*	*11,726*	*50,062*	*12,935*
Cabell, W. Va.	*95.8*	*.0378*	*36.4*	*12.2*	*13.7*	*20.3*	*31.7*	*38.8*	*875,431*	*145,687*	*88,244*	*190,484*	*46,971*	*167,782*	*36,446*
• *Huntington*	*54.2*	*.0214*	*37.4*	*14.6*	*12.8*	*18.1*	*35.0*	*23.2*	*522,807*	*90,369*	*65,654*	*93,049*	*29,554*	*93,262*	*27,489*
Wayne, W. Va.	*41.3*	*.0163*	*35.8*	*9.2*	*13.8*	*21.9*	*29.3*	*15.6*	*109,685*	*34,249*	*9,486*	*16,424*	*4,927*	*8,161*	*4,638*
SUBURBAN TOTAL	233.3	.0919	35.2	9.2	14.4	22.4	27.9	86.0	987,751	239,373	74,193	156,495	47,597	186,151	41,691
LEXINGTON-FAYETTE	**355.6**	**.1402**	**32.2**	**12.8**	**18.3**	**22.4**	**22.5**	**136.9**	**3,044,887**	**504,119**	**334,220**	**475,463**	**183,332**	**611,937**	**118,216**
Bourbon	19.4	.0076	34.7	9.0	15.0	21.7	27.9	7.3	94,238	22,083	5,625	9,556	593	26,512	5,470
Clark	29.9	.0118	34.7	9.0	15.4	23.0	26.6	11.1	211,836	37,132	16,675	36,989	4,833	55,542	8,850
Fayette	229.3	.0904	31.8	14.2	19.6	22.0	21.6	91.3	2,379,142	355,703	277,486	389,806	170,830	435,609	87,586
• Lexington-Fayette	229.3	.0904	31.8	14.2	19.6	22.0	21.6	91.3	2,379,142	355,703	277,486	389,806	170,830	435,609	87,586
Jessamine	31.8	.0125	31.1	11.7	17.5	22.7	20.6	11.0	156,225	37,128	9,535	15,554	2,662	53,438	6,799
Scott	24.8	.0098	32.2	11.6	15.9	22.1	23.4	8.8	107,481	30,484	15,486	15,644	2,271	20,026	3,920
Woodford	20.4	.0081	34.1	8.8	16.0	24.8	23.8	7.4	95,885	21,589	9,413	7,914	2,143	20,810	5,591
SUBURBAN TOTAL	126.3	.0498	33.1	10.2	16.0	22.8	24.2	45.6	665,665	148,416	56,734	85,657	12,502	176,328	30,630
LOUISVILLE	**956.6**	**.3772**	**34.3**	**9.2**	**16.6**	**22.4**	**26.4**	**369.5**	**7,310,164**	**1,351,034**	**785,684**	**1,103,192**	**376,912**	**1,508,967**	**369,304**
Bullitt	48.6	.0192	31.2	10.1	16.9	24.5	19.1	16.3	117,184	35,118	16,633	5,685	4,332	17,472	9,223
Jefferson	662.2	.2611	34.6	9.3	16.7	21.7	27.6	263.9	5,605,969	1,016,536	636,025	864,715	304,220	1,124,636	284,716
• Louisville	267.9	.1056	34.8	9.8	17.0	19.3	30.3	113.0	2,174,210	496,088	324,353	165,209	123,475	354,757	148,316
Oldham	36.2	.0143	33.2	7.9	16.4	29.0	18.1	11.2	147,078	34,190	8,381	16,441	8,352	38,945	7,307
Shelby	25.5	.0100	35.4	9.0	15.0	23.3	27.4	9.3	129,949	26,972	8,146	19,547	2,898	26,367	7,032
Clark, Ind.	*88.0*	*.0347*	*34.2*	*9.1*	*16.3*	*22.7*	*26.1*	*33.4*	*865,122*	*119,789*	*76,695*	*138,964*	*35,729*	*225,986*	*29,433*
Floyd, Ind.	*65.4*	*.0258*	*34.5*	*8.7*	*15.5*	*22.9*	*26.3*	*24.5*	*308,214*	*85,210*	*29,090*	*39,962*	*18,308*	*43,209*	*25,664*
• *New Albany*	*36.8*	*.0145*	*34.9*	*9.3*	*16.0*	*19.7*	*30.0*	*15.0*	*275,492*	*73,679*	*25,827*	*39,952*	*16,029*	*40,353*	*21,410*
Harrison, Ind.	*30.7*	*.0121*	*33.6*	*8.3*	*15.5*	*23.2*	*24.6*	*10.9*	*136,648*	*33,219*	*10,714*	*17,878*	*3,073*	*32,352*	*5,929*
SUBURBAN TOTAL	651.9	.2571	34.1	8.9	16.4	23.8	24.7	241.5	4,860,462	781,267	435,504	898,031	237,408	1,113,857	199,578
OWENSBORO	**87.4**	**.0344**	**33.6**	**9.3**	**15.5**	**20.9**	**26.9**	**33.2**	**676,408**	**132,967**	**56,818**	**123,949**	**34,206**	**128,160**	**27,423**
Daviess	87.4	.0344	33.6	9.3	15.5	20.9	26.9	33.2	676,408	132,967	56,818	123,949	34,206	128,160	27,423
• Owensboro	53.7	.0212	34.6	9.8	15.4	20.0	29.3	21.8	584,288	117,031	51,995	102,180	30,951	111,907	24,431
SUBURBAN TOTAL	33.7	.0132	32.1	8.4	16.0	22.3	23.0	11.4	92,120	15,936	4,823	21,769	3,255	16,253	2,992
OTHER COUNTIES															
Adair	15.2	.0060	35.5	10.8	13.9	19.8	30.8	5.8	64,433	17,904	4,512	11,498	2,719	8,418	3,793
Allen	14.6	.0057	35.9	8.6	13.7	20.0	31.2	5.6	63,424	22,645	3,360	2,073	589	14,443	3,000
Anderson	15.0	.0060	34.0	8.8	16.2	22.9	25.5	5.6	75,779	14,589	4,091	16,465	848	18,981	3,489
Ballard	7.7	.0030	38.4	8.1	13.3	21.9	33.4	3.1	55,591	14,937	1,681	294	1,551	24,098	2,459

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POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Barren	33.9	.0134	36.2	8.4	14.9	20.6	31.2	13.1	236,304	54,293	22,457	44,743	9,302	37,432	10,044
Bath	9.7	.0038	35.5	9.0	14.9	20.4	30.4	3.7	29,865	12,821	940	1,175	1,437	7,149	2,297
Bell	31.0	.0122	33.4	10.1	15.1	20.9	26.7	11.3	221,471	49,589	20,861	67,679	6,889	29,2[illegible]2	8,458
☐ Boone	60.0	.0237	31.5	9.1	17.7	23.4	20.3	21.0	802,131	82,360	66,173	152,048	38,851	184,060	35,960
Boyle	25.9	.0102	35.5	10.5	14.3	21.7	29.2	9.6	224,179	40,808	17,820	39,918	12,895	55,234	6,632
Bracken	7.8	.0031	35.3	9.0	14.4	19.7	30.8	2.9	13,937	3,576	1,069	666	347	2,524	939
Breathitt	15.6	.0061	32.0	10.5	15.1	21.3	24.2	5.5	88,522	22,224	6,959	17,366	3,548	17,174	3,962
Breckinridge	16.4	.0065	36.0	7.9	13.9	21.2	30.3	6.3	72,817	16,901	3,946	12,955	685	15,522	5,100
Butler	11.3	.0044	35.0	8.7	14.5	21.4	28.8	4.2	25,868	12,264	879	1,253	1,362	3,300	1,928
Caldwell	13.1	.0052	38.6	8.1	12.9	20.8	34.3	5.3	100,864	21,252	5,160	11,593	1,610	40,592	5,306
Calloway	31.2	.0123	33.5	19.3	12.8	18.6	29.5	11.9	242,032	39,085	11,749	24,145	6,869	95,135	7,279
☐ Campbell	84.7	.0334	32.8	10.0	16.8	20.0	26.3	31.6	455,370	118,042	61,788	41,877	15,308	80,767	33,028
Carlisle	5.1	.0020	38.5	8.5	12.3	19.8	35.1	2.1	17,936	3,166	657	197	24	6,475	222
Carroll	9.4	.0037	34.3	8.7	15.2	20.7	28.1	3.5	62,728	14,975	6,614	4,327	226	18,374	3,256
Casey	14.2	.0056	35.6	8.7	13.8	20.8	30.1	5.4	41,189	15,486	3,693	2,864	1,757	8,030	488
Clay	21.5	.0085	30.8	10.2	16.0	20.2	23.1	7.3	101,965	31,652	4,130	16,563	1,936	21,939	7,030
Clinton	9.1	.0036	36.0	8.7	14.8	20.7	30.8	3.6	39,332	16,484	1,594	972	355	3,915	3,135
Crittenden	9.2	.0036	37.3	8.2	13.7	20.6	32.6	3.6	23,504	8,741	1,503	2,132	1,358	2,140	1,704
Cumberland	6.7	.0027	37.8	8.2	14.1	18.7	35.0	2.7	26,927	9,586	2,761	942	363	4,273	2,018
Edmonson	10.1	.0040	35.5	9.8	13.2	21.2	29.5	3.7	19,901	8,212	2,401	2,042	202	2,402	603
Elliott	6.5	.0026	32.5	9.7	14.5	20.5	25.9	2.3	18,165	8,394	300	203	169	5,820	1,526
Estill	14.7	.0058	33.9	10.2	14.5	20.8	27.6	5.4	56,646	10,988	3,707	5,260	1,806	20,906	3,534
Fleming	12.4	.0049	35.3	9.6	14.5	20.3	30.1	4.6	77,326	15,806	3,680	4,873	816	28,278	5,228
Floyd	43.3	.0170	32.4	9.8	15.2	21.7	24.3	15.6	237,129	55,571	13,632	36,335	7,767	34,460	13,593
Franklin	44.4	.0175	35.0	9.7	16.0	23.7	26.3	17.7	324,237	71,868	31,168	35,367	11,369	94,099	18,216
Fulton	8.1	.0032	37.6	8.5	12.9	18.4	35.0	3.3	61,285	15,475	3,919	7,348	1,523	6,760	3,664
Gallatin	5.6	.0022	33.4	9.2	14.8	21.8	25.8	2.0	12,549	6,236	1,061	538	101	353	384
Garrard	11.8	.0047	36.5	8.4	15.2	21.1	31.1	4.5	32,650	14,266	2,305	633	994	3,808	2,461
Grant	16.2	.0064	32.5	9.5	15.3	21.4	24.7	5.7	86,203	20,018	6,258	11,742	1,314	23,857	3,777
Graves	33.6	.0132	37	8.1	13.9	21.0	32.7	13.5	198,329	40,352	12,900	26,488	7,969	45,607	10,006
Grayson	21.4	.0085	35.3	8.8	14.6	20.7	29.7	8.1	90,408	25,090	3,448	12,469	4,157	11,346	5,831
Green	10.2	.0040	38.1	8.0	14.3	20.4	34.0	4.1	28,990	11,389	2,417	703	951	2,544	2,224
Hancock	7.9	.0031	32.9	8.6	15.3	23.5	23.3	2.8	18,055	9,750	485		354	830	2,459
Hardin	89.3	.0353	28.2	15.6	17.8	19.5	18.4	29.5	682,169	101,963	59,575	98,287	21,978	166,693	13,220
Harlan	35.5	.0139	33.0	9.4	14.6	21.3	25.7	12.9	169,661	44,895	9,218	24,975	6,871	30,132	11,008
Harrison	16.4	.0065	35.2	8.3	14.5	20.7	29.7	6.2	79,113	23,616	9,425	14,656	1,772	4,746	3,764
Hart	14.8	.0058	35.4	8.7	14.5	20.3	30.3	5.7	57,099	17,555	2,593	2,106	1,107	7,461	2,330
☐ Henderson	43.3	.0171	33.9	8.8	16.3	22.0	26.2	16.7	322,211	74,040	27,809	39,724	13,838	72,007	16,488
• Henderson	26.1	.0103	34.5	9.1	16.0	20.7	28.6	10.7	318,803	71,734	27,187	39,724	13,815	71,966	16,488
Henry	12.9	.0051	35.5	8.8	15.0	21.9	28.8	4.9	68,983	15,374	1,417	561	595	20,905	3,246
Hickman	5.4	.0021	39.3	7.3	13.8	19.4	36.3	2.2	11,698	3,628	461		97	1,825	682
Hopkins	46.3	.0183	35.3	8.5	14.9	21.6	28.8	17.9	301,470	65,415	21,484	46,825	12,739	70,181	16,829
Jackson	12.1	.0048	32.7	9.6	15.0	20.1	26.4	4.4	22,146	10,629	599	1,628	198	2,497	1,216
Johnson	23.0	.0091	33.6	9.6	15.1	22.5	25.4	8.4	143,862	34,476	12,571	16,962	6,536	26,540	5,973
☐ Kenton	143.4	.0565	32.1	9.8	17.5	21.0	23.9	53.3	825,510	169,873	146,318	98,494	30,953	103,991	44,477
Covington	43.7	.0172	32.0	10.0	18.4	18.1	26.4	17.5	359,671	65,604	74,494	15,802	16,574	90,811	17,242
Knott	18.0	.0071	30.9	11.2	15.9	21.1	22.3	6.2	50,985	25,450	1,428	1,283	940	3,532	2,918
Knox	29.6	.0117	32.4	10.8	14.5	20.7	25.5	10.7	160,340	44,698	5,398	25,008	2,956	40,082	10,052
Larue	11.8	.0046	36.6	7.8	14.7	20.6	31.8	4.6	33,239	9,923	2,483	4,900	693	5,874	2,712
Laurel	44.5	.0176	32.8	9.7	15.9	21.7	24.9	16.0	241,363	64,564	17,752	13,575	18,798	60,278	8,353
Lawrence	14.0	.0055	33.5	9.2	14.4	20.7	27.2	5.0	54,016	20,723	3,988	4,540	605	9,736	5,044
Lee	7.7	.0030	34.0	9.1	14.3	20.0	28.6	2.7	29,759	9,708	1,451	1,547	70	5,521	3,006
Leslie	13.6	.0054	30.5	10.3	16.7	20.6	21.9	4.7	35,239	14,771	1,778	4,685	2,423	1,931	584
Letcher	26.6	.0105	32.6	9.3	15.5	21.3	25.0	9.6	111,410	37,796	3,899	23,737	1,816	5,711	9,533
Lewis	13.0	.0051	33.5	9.5	14.8	20.6	27.3	4.7	29,986	13,542	2,255	1,843	584	3,036	1,117
Lincoln	20.3	.0080	34.3	9.4	15.0	20.3	28.6	7.6	59,340	19,194	4,620	7,013	1,187	15,708	2,362
Livingston	8.9	.0035	37.3	8.6	14.9	22.6	31.0	3.6	29,651	10,085	2,021	127	96	3,313	3,377
Logan	24.7	.0097	35.4	8.3	14.8	20.8	29.7	9.4	104,562	34,055	7,578	14,224	3,614	13,088	6,098
Lyon	6.7	.0027	39.1	8.5	18.7	22.4	34.0	2.3	12,530	5,601	1,494		480	1,192	913
McCracken	63.2	.0249	[illegible]	7.8	15.1	21.9	30.7	25.5	657,962	125,818	72,957	108,909	30,420	130,853	23,066
McCreary	15.5	.0061	31.3	10.6	14.2	20.8	23.9	5.4	36,196	16,528	1,142	3,499	790	4,164	1,290
McLean	9.6	.0038	36.7	8.8	13.5	22.3	30.3	3.7	18,207	10,170	1,486	424	688	948	1,808
Madison	58.7	.0231	29.5	20.6	15.0	19.7	22.0	20.4	349,060	82,522	43,265	44,880	3,905	55,904	12,233
Magoffin	12.9	.0051	30.0	10.6	16.2	20.0	22.0	4.4	37,136	14,618	2,096	3,513	276	1,543	3,269
Marion	16.9	.0067	32.8	9.8	16.1	20.3	26.2	5.7	62,479	26,118	5,052	2,863	982	6,334	4,103
Marshall	27.5	.0108	38.7	7.4	13.9	21.2	34.2	10.9	150,336	20,225	9,453	14,979	4,755	53,347	4,683
Martin	12.3	.0049	29.8	10.2	16.4	21.3	20.2	4.3	61,786	19,151	1,224	3,615	398	16,690	4,465
Mason	16.6	.0065	35.5	8.9	14.6	20.4	30.3	6.5	135,148	37,456	10,388	20,764	3,555	22,677	7,683
Meade	24.7	.0098	28.3	9.5	21.7	18.6	16.9	8.3	82,038	13,584	7,552	531	768	41,294	3,553
Menifee	5.1	.0020	32.7	10.9	14.7	20.4	26.3	1.8	13,093	3,560	417	564	153	1,187	108
Mercer	19.2	.0076	36.4	8.6	14.5	21.6	30.5	7.4	93,214	24,847	7,304	16,245	1,814	19,835	4,083
Metcalfe	9.0	.0035	36.0	9.1	14.5	19.7	31.8	3.4	36,802	7,165	1,398	1,046	1,425	12,947	2,063
Monroe	11.3	.0045	36.3	8.8	14.6	20.2	31.6	4/5	50,063	19,973	3,113	1,293	1,123	5,762	4,188

KY. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Montgomery	19.6	.0077	34.7	9.3	14.6	22.6	26.9	7.3
Morgan	12.1	.0048	33.3	9.1	16.0	20.9	26.4	4.1
Muhlenberg	31.1	.0122	35.5	9.4	14.0	21.5	29.3	11.6
Nelson	30.3	.0120	31.9	9.3	16.6	21.3	23.6	10.7
Nicholas	6.7	.0026	36.4	8.7	13.9	20.8	31.2	2.6
Ohio	20.9	.0082	35.5	8.1	13.9	20.9	29.8	7.8
Owen	9.2	.0036	35.6	7.9	14.4	20.3	30.6	3.4
Owsley	4.9	.0020	34.9	9.8	13.6	20.6	29.3	1.8
Pendleton	12.3	.0048	32.0	9.6	16.1	19.5	25.6	4.5
Perry	29.9	.0118	31.9	10.5	15.5	22.0	23.2	10.5
Pike	71.3	.0281	32.7	9.8	15.9	22.2	24.1	25.7
Powell	12.0	.0048	31.7	9.8	15.3	21.6	23.4	4.2
Pulaski	50.5	.0199	35.8	9.1	14.9	21.2	29.9	19.3
Robertson	2.1	.0008	37.0	9.4	13.6	20.0	32.7	.8
Rockcastle	15.1	.0060	33.7	10.4	14.8	20.3	27.7	5.6
Rowan	20.9	.0082	26.8	26.6	13.3	17.2	21.8	6.9
Russell	15.0	.0059	36.7	9.2	14.7	20.5	31.9	6.0
Simpson	15.1	.0060	34.3	9.2	15.1	21.2	27.7	5.8
Spencer	7.0	.0028	33.8	8.7	16.2	21.7	26.4	2.5
Taylor	21.4	.0084	35.2	9.4	15.4	20.8	29.4	8.3
Todd	11.0	.0043	34.6	9.2	15.1	19.4	29.9	4.1
Trigg	10.4	.0041	40.1	7.8	12.4	20.1	36.9	4.1
Trimble	6.1	.0024	35.3	8.5	14.6	22.4	28.1	2.3
Union	16.3	.0065	30.3	14.1	13.2	19.4	24.4	5.5
Warren	77.2	.0304	31.8	14.9	15.5	21.3	23.7	29.0
Bowling Green	40.9	.0161	30.3	20.8	15.0	17.7	25.3	16.1
Washington	10.4	.0041	34.2	9.0	15.1	19.6	29.2	3.7
Wayne	17.6	.0069	34.5	9.5	14.2	20.6	28.6	6.6
Webster	13.6	.0054	35.9	8.3	14.1	20.0	31.3	5.2
Whitley	33.5	.0132	32.8	11.7	13.9	20.6	26.4	12.2
Wolfe	6.4	.0025	32.7	8.6	15.9	20.8	23.6	2.5
TOTAL METRO COUNTIES	**1,726.9**	**.6808**	**33.3**	**10.3**	**17.1**	**21.8**	**25.2**	**656.6**
TOTAL STATE	**3,704.2**	**1.4605**	**33.5**	**10.4**	**16.1**	**21.3**	**26.2**	**1,388.3**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Montgomery	141,376	28,546	10,982	7,899	8,864	47,797	7,249
Morgan	50,502	9,831	1,164	3,398	839	13,854	2,643
Muhlenberg	156,873	48,672	7,007	21,555	5,548	29,746	9,968
Nelson	151,920	45,446	17,469	25,858	6,472	25,214	5,169
Nicholas	11,487	5,648	468	94	347	931	1,832
Ohio	100,590	28,994	4,825	15,407	2,438	19,091	8,663
Owen	34,187	9,978	1,838	162	183	8,830	2,549
Owsley	10,107	5,342	150	592	209	228	271
Pendleton	36,571	11,095	2,236	1,486	888	5,787	1,765
Perry	199,550	57,951	12,942	36,445	6,377	29,440	7,161
Pike	484,833	122,835	34,324	84,622	13,610	84,090	23,241
Powell	38,875	15,236	3,961	4,249	875	3,064	3,470
Pulaski	373,685	69,107	26,457	71,201	12,239	80,093	11,341
Robertson	2,693	705	140	64	94	286	
Rockcastle	38,869	13,758	3,208	2,530	692	2,636	3,090
Rowan	121,254	24,258	11,571	16,425	2,127	19,578	7,194
Russell	70,681	21,855	6,024	4,413	3,718	14,520	4,894
Simpson	98,622	25,100	10,156	12,740	5,331	20,409	4,623
Spencer	15,068	8,416	395		84	1,063	465
Taylor	132,945	25,819	14,827	19,900	2,044	23,994	5,833
Todd	23,198	9,710	1,202	320	352	5,484	1,879
Trigg	40,501	14,609	3,788	1,039	2,037	5,990	1,307
Trimble	6,307	2,208	787		32	111	905
Union	87,083	19,613	4,089	14,982	2,493	20,964	4,606
Warren	767,228	115,702	58,727	129,519	37,102	150,128	31,168
Bowling Green	717,366	110,050	54,892	115,634	36,977	146,455	29,541
Washington	31,049	13,644	2,823	751	394	6,040	1,939
Wayne	61,424	23,374	4,495	3,116	1,696	6,203	4,499
Webster	66,615	19,335	878	2,023	1,654	24,847	4,104
Whitley	223,601	31,785	21,838	22,747	8,286	46,539	10,397
Wolfe	16,841	7,615	742	1,482	325	2,377	907
TOTAL METRO COUNTIES	**13,140,760**	**2,385,600**	**1,446,867**	**1,987,921**	**675,697**	**2,613,285**	**636,679**
TOTAL STATE	**24,097,976**	**5,027,576**	**2,270,832**	**3,449,368**	**1,036,416**	**4,901,506**	**1,156,788**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CLARKSVILLE-HOPKINSVILLE	**1,933,013**	**25,948**	**21.9**	**31.9**	**18.3**	**15.9**	**.0570**
Christian	723,839	23,861	23.6	31.7	16.6	11.8	.0208
• Hopkinsville	334,401	24,380	20.8	28.8	17.1	13.5	.0114
Montgomery, Tenn.	*1,209,174*	*27,307*	*20.8*	*31.9*	*19.3*	*15.2*	*.0862*
• Clarksville	*921,598*	*27,105*	*20.9*	*32.6*	*18.7*	*15.1*	*.0295*
SUBURBAN TOTAL	677,014	25,171	23.7	32.7	18.4	12.5	.0161
HUNTINGTON-ASHLAND	**3,524,845**	**23,452**	**22.3**	**24.6**	**16.6**	**15.2**	**.1027**
Boyd	608,711	24,878	20.3	25.4	16.7	17.0	.0196
• Ashland	298,657	23,033	20.7	24.6	14.9	15.7	.0122
Carter	229,713	21,245	24.9	23.5	17.0	11.7	.0067
Greenup	411,423	25,545	20.4	25.2	19.7	15.2	.0101
Lawrence, Ohio	*641,206*	*22,553*	*23.2*	*24.2*	*15.9*	*14.8*	*.0175*
Cabell, W. Va.	*1,213,407*	*23,666*	*22.5*	*23.8*	*16.2*	*16.4*	*.0382*
• Huntington	*682,405*	*20,440*	*24.4*	*23.3*	*13.2*	*14.3*	*.0220*
Wayne, W. Va.	*420,385*	*22,031*	*23.0*	*25.4*	*15.8*	*12.8*	*.0106*
SUBURBAN TOTAL	2,543,783	24,269	21.9	24.9	17.8	15.4	.0685
LEXINGTON-FAYETTE	**5,326,049**	**31,230**	**17.0**	**25.1**	**19.2**	**24.9**	**.1497**
Bourbon	229,982	25,823	19.9	26.0	18.0	17.1	.0061
Clark	365,579	27,534	18.8	26.7	19.5	18.3	.0108
Fayette	3,674,377	31,779	16.6	24.8	18.9	26.1	.1066
• Lexington-Fayette	3,674,377	31,779	16.6	24.8	18.9	26.1	.1066
Jessamine	401,415	30,355	17.7	27.6	20.6	20.9	.0104
Scott	347,496	32,995	17.4	22.0	19.9	27.2	.0085
Woodford	307,200	36,155	14.9	24.2	21.1	30.9	.0073
SUBURBAN TOTAL	1,651,672	30,143	17.8	25.5	19.8	22.5	.0431

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LOUISVILLE	**13,623,424**	**30,367**	**17.6**	**26.2**	**19.6**	**22.8**	**.3783**
Bullitt	570,833	32,475	16.2	28.4	23.0	22.0	.0133
Jefferson	9,781,683	29,941	17.7	25.8	19.0	22.9	.2758
• Louisville	3,313,612	22,664	22.0	25.8	15.0	14.4	.1014
Oldham	543,542	40,454	12.4	21.9	21.0	36.9	.0126
Shelby	371,587	32,975	18.2	23.0	20.8	26.3	.0091
Clark, Ind.	*1,085,268*	*28,823*	*19.8*	*23.9*	*21.2*	*17.1*	*.0357*
Floyd, Ind.	*911,283*	*31,224*	*16.9*	*27.1*	*19.6*	*23.9*	*.0224*
• New Albany	*468,705*	*26,568*	*20.1*	*29.9*	*17.3*	*16.0*	*.0137*
Harrison, Ind.	*359,248*	*29,405*	*19.9*	*27.8*	*22.4*	*18.2*	*.0094*
SUBURBAN TOTAL	9,841,107	34,434	15.5	26.0	21.9	27.2	.2632
OWENSBORO	**1,106,900**	**28,114**	**19.0**	**26.9**	**19.2**	**18.9**	**.0329**
Daviess	1,106,900	28,114	19.0	26.9	19.2	18.9	.0329
• Owensboro	683,190	25,602	20.4	26.4	16.6	17.3	.0230
SUBURBAN TOTAL	423,710	32,856	16.2	28.0	24.3	21.8	.0099
OTHER COUNTIES							
Adair	149,547	19,235	27.6	24.4	14.6	9.1	.0042
Allen	135,607	20,485	24.6	28.1	14.7	8.4	.0041
Anderson	198,992	31,149	17.6	28.7	20.2	22.2	.0051
Ballard	83,703	21,285	25.5	24.9	14.6	12.6	.0026
Barren	356,232	21,589	23.5	26.6	14.4	12.2	.0113
Bath	89,648	19,307	24.1	25.1	14.1	9.3	.0025
Bell	234,096	14,994	26.6	22.0	9.6	6.9	.0092
☐ Boone	905,956	39,249	12.1	23.0	22.7	34.1	.0302
Boyle	301,307	25,568	20.0	26.6	17.7	16.1	.0098

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Bracken	76,138	21,582	23.4	25.1	16.7	11.4	.0019
Breathitt	109,251	13,566	24.4	19.1	11.7	5.1	.0042
Breckinridge	171,392	21,224	24.9	24.8	14.7	12.8	.0048
Butler	101,056	19,735	24.9	28.7	14.1	6.6	.0028
Caldwell	146,860	21,950	25.7	24.5	17.1	12.3	.0045
Calloway	338,972	20,990	25.8	25.1	14.5	12.4	.0111
☐ Campbell	1,220,753	34,307	15.3	23.7	20.8	28.1	.0305
Carlisle	58,467	23,432	21.8	26.7	15.6	15.3	.0015
Carroll	107,655	24,339	21.9	26.1	15.2	17.7	.0032
Casey	120,882	17,369	25.9	25.6	11.2	7.1	.0035
Clay	132,095	13,729	28.2	21.1	8.1	4.5	.0052
Clinton	74,507	14,717	28.6	22.1	7.8	6.8	.0023
Crittenden	99,558	21,345	28.2	24.4	16.3	11.6	.0024
Cumberland	54,479	16,280	30.0	25.9	7.7	6.1	.0017
Edmonson	77,735	17,283	29.1	27.8	9.6	5.6	.0021
Elliott	50,782	17,455	23.1	22.8	14.3	8.0	.0016
Estill	112,828	17,151	27.5	26.6	10.3	5.8	.0035
Fleming	116,618	20,179	23.9	25.2	15.3	9.8	.0038
Floyd	393,951	19,195	25.5	24.0	12.9	11.1	.0126
Franklin	657,319	31,644	17.0	28.2	20.1	23.9	.0176
Fulton	87,681	19,337	23.8	23.4	11.8	13.6	.0029
Gallatin	65,644	27,754	20.6	27.7	19.5	17.6	.0016
Garrard	138,829	25,829	21.0	25.4	18.0	17.6	.0032
Grant	189,295	28,698	19.2	27.7	21.1	17.5	.0053
Graves	368,071	21,646	24.2	26.3	14.3	12.5	.0108
Grayson	202,827	19,434	27.5	27.0	13.6	8.0	.0059
Green	101,777	20,660	22.1	28.1	13.3	9.9	.0027
Hancock	89,474	28,100	19.9	24.7	19.6	19.4	.0021
Hardin	1,058,332	28,205	19.9	30.9	19.6	17.5	.0325
Harlan	301,923	17,964	24.6	22.6	12.8	10.1	.0097
Harrison	183,634	24,779	21.6	27.4	17.9	14.5	.0050
Hart	123,162	17,102	27.2	25.6	11.1	6.0	.0038
☐ Henderson	552,678	27,837	19.6	26.1	18.8	18.6	.0162
• Henderson	332,107	24,757	21.5	25.0	16.6	16.9	.0118
Henry	148,066	26,093	19.5	27.6	18.3	15.5	.0041
Hickman	61,156	23,242	22.0	24.6	18.0	13.3	.0014
Hopkins	542,881	25,132	22.5	25.2	18.3	15.8	.0160
Jackson	101,616	16,005	27.2	24.1	9.4	7.0	.0025
Johnson	220,106	19,150	25.5	22.6	14.4	11.0	.0072
☐ Kenton	2,036,559	33,000	15.7	25.8	21.1	25.5	.0522
Covington	483,735	23,443	21.5	27.4	17.1	12.4	.0159
Knott	137,162	15,772	22.6	19.7	13.7	6.4	.0042
Knox	249,891	14,956	25.9	21.6	8.2	9.0	.0082
Larue	132,460	24,889	20.6	27.7	17.8	13.0	.0032
Laurel	428,274	20,872	24.0	27.2	14.3	10.4	.0133
Lawrence	116,999	17,281	24.3	24.6	10.6	9.0	.0036
Lee	55,853	14,849	26.7	21.5	9.0	7.1	.0018
Leslie	122,461	18,916	20.9	18.2	15.3	14.5	.0033
Letcher	210,933	17,383	26.2	22.9	13.9	6.8	.0067
Lewis	97,967	16,436	26.0	24.8	11.5	5.4	.0029
Lincoln	191,379	20,577	23.1	25.1	17.0	9.1	.0052

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Livingston	99,022	23,450	23.2	27.2	18.3	11.3	.0025
Logan	275,990	24,808	21.5	26.7	17.7	14.8	.0073
Lyon	66,590	20,763	27.4	25.1	14.7	11.8	.0016
McCracken	867,680	26,360	20.7	24.9	17.0	19.5	.0275
McCreary	86,598	12,390	32.5	18.1	5.3	3.4	.0029
McLean	97,729	22,463	23.3	27.9	16.3	11.4	.0024
Madison	645,360	24,616	21.3	24.3	17.3	16.7	.0191
Magoffin	95,089	16,192	27.1	22.2	11.5	6.6	.0029
Marion	160,437	21,128	23.3	27.2	15.1	9.9	.0045
Marshall	341,714	25,695	21.4	26.5	18.5	16.4	.0092
Martin	106,257	16,470	22.6	18.1	12.1	13.3	.0034
Mason	175,702	22,616	22.6	26.9	15.5	12.7	.0059
Meade	252,701	27,031	20.3	35.1	19.6	13.4	.0068
Menifee	42,330	19,191	28.6	26.5	14.5	6.8	.0011
Mercer	230,549	26,771	21.0	26.2	19.4	16.5	.0061
Metcalfe	80,049	18,800	25.5	24.2	14.2	8.9	.0024
Monroe	106,185	18,038	23.8	23.9	15.7	6.4	.0032
Montgomery	196,871	22,103	22.7	26.3	16.4	11.8	.0065
Morgan	91,528	16,081	24.9	21.8	11.5	8.4	.0030
Muhlenberg	310,204	19,980	27.9	24.9	14.1	11.0	.0091
Nelson	349,268	28,032	19.4	28.8	19.7	17.3	.0096
Nicholas	65,757	21,121	24.0	25.1	17.2	10.0	.0017
Ohio	185,474	20,320	25.0	29.1	13.1	8.5	.0058
Owen	102,760	26,055	17.8	26.7	17.9	16.9	.0027
Owsley	34,559	12,224	21.5	19.5	7.7	7.2	.0009
Pendleton	141,364	27,763	20.8	28.3	19.2	17.1	.0034
Perry	268,908	19,600	23.3	21.3	15.8	12.0	.0093
Pike	667,065	20,054	24.4	25.3	13.7	11.1	.0226
Powell	93,972	18,333	27.5	28.3	10.9	6.5	.0028
Pulaski	501,561	20,670	25.0	27.4	13.6	10.5	.0170
Robertson	20,213	22,361	23.3	27.9	17.3	9.0	.0003
Rockcastle	130,901	17,940	26.3	25.8	12.4	6.8	.0037
Rowan	178,507	18,903	24.3	23.9	13.3	10.4	.0061
Russell	138,016	18,247	25.2	26.0	12.0	8.1	.0040
Simpson	175,954	25,288	20.3	29.9	17.4	14.6	.0052
Spencer	85,342	28,067	19.0	28.0	18.0	19.3	.0020
Taylor	211,081	21,901	22.7	29.5	16.1	8.3	.0066
Todd	112,689	23,214	22.7	28.1	17.0	11.7	.0028
Trigg	109,894	21,920	23.7	27.0	14.0	13.0	.0030
Trimble	72,262	26,900	22.4	26.9	18.8	17.7	.0015
Union	209,738	29,327	17.8	24.5	17.9	24.1	.0056
Warren	973,667	26,928	20.4	25.4	18.4	18.1	.0317
Bowling Green	514,717	22,774	22.4	23.7	14.9	16.2	.0220
Washington	107,631	23,263	22.4	30.3	14.4	12.4	.0028
Wayne	137,412	16,507	25.4	26.9	8.7	6.8	.0043
Webster	160,449	25,358	20.9	24.2	16.2	19.5	.0044
Whitley	310,944	18,761	24.5	23.3	12.3	11.7	.0103
Wolfe	44,269	13,196	26.4	18.4	11.4	3.2	.0014
TOTAL METRO COUNTIES	**24,290,226**	**30,452**	**17.5**	**25.6**	**19.4**	**23.3**	**.6797**
TOTAL STATE	**44,585,998**	**25,622**	**20.6**	**25.6**	**17.2**	**17.6**	**1.2866**

Louisiana

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALEXANDRIA	**132.0**	**.0520**	**31.8**	**9.9**	**15.9**	**19.8**	**25.1**	**46.0**
Rapides	132.0	.0520	31.8	9.9	15.9	19.8	25.1	46.0
• Alexandria	49.4	.0195	32.2	9.6	15.1	18.4	27.4	18.2
SUBURBAN TOTAL	82.6	.0325	31.5	10.0	16.5	20.6	23.7	27.8
BATON ROUGE	**533.0**	**.2101**	**30.1**	**12.4**	**16.9**	**21.5**	**20.3**	**198.3**
Ascension	59.4	.0234	29.4	10.1	17.1	21.4	19.0	19.7
East Baton Rouge	382.4	.1507	30.2	13.4	16.8	21.4	20.5	139.8
• Baton Rouge	220.8	.0871	30.6	15.9	15.9	19.4	23.5	84.0

RETAIL SALES BY STORE GROUP

Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
1,029,500	**206,973**	**73,528**	**205,026**	**33,388**	**212,652**	**36,563**
1,029,500	206,973	73,528	205,026	33,388	212,652	36,563
788,016	122,851	55,641	170,820	24,014	182,999	24,830
241,484	84,122	17,887	34,206	9,374	29,653	11,733
4,149,244	**1,031,503**	**304,753**	**631,097**	**208,625**	**906,266**	**152,252**
367,967	93,980	23,295	48,211	10,704	120,391	15,036
3,405,712	807,079	266,712	537,912	190,532	724,569	120,841
2,882,586	635,521	225,021	494,015	168,008	647,512	88,322

METRO & COUNTY TOTALS

LA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

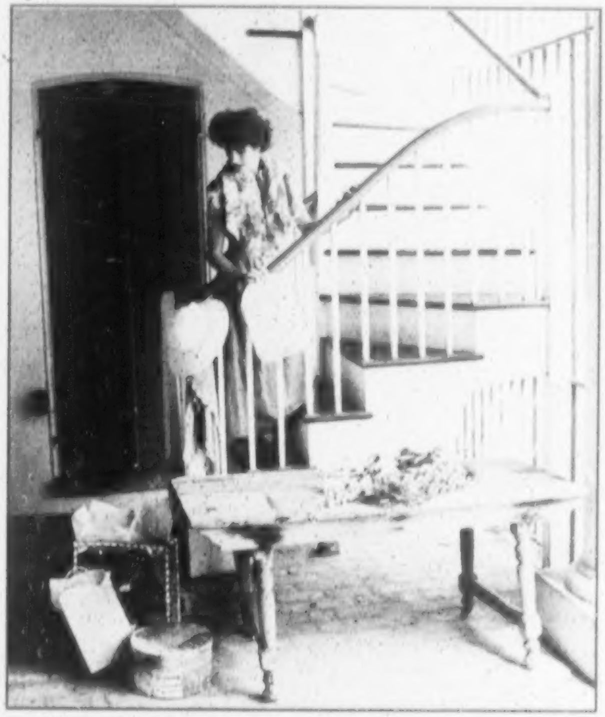
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Livingston	71.6	.0282	30.3	9.5	16.6	22.4	19.8	24.1	267,904	96,777	13,649	41,095	5,958	38,062	15,079
West Baton Rouge	19.6	.0078	30.6	10.3	17.3	20.7	21.6	6.7	87,661	33,667	1,097	3,879	1,431	23,244	1,296
SUBURBAN TOTAL	312.2	.230	29.8	9.9	17.8	22.9	17.9	106.3	1,266,658	395,982	79,732	137,082	40,617	258,754	63,930
HOUMA-THIBODAUX	**182.8**	**.0721**	**29.6**	**10.8**	**16.8**	**20.1**	**20.8**	**60.6**	**1,191,935**	**343,232**	**97,049**	**179,010**	**32,529**	**234,158**	**64,583**
Lafourche	86.0	.0339	29.8	11.7	16.7	19.8	21.6	28.9	458,953	176,065	27,160	58,689	8,876	70,080	29,274
• Thibodaux	14.1	.0056	29.5	17.4	14.6	16.8	25.2	4.9	226,294	81,288	15,560	27,364	4,744	47,589	12,942
Terrebonne	96.8	.0382	29.4	10.0	16.8	20.4	20.2	31.7	732,982	167,167	69,889	120,321	23,653	164,078	35,309
• Houma	30.5	.0120	31.1	9.3	15.7	19.5	24.4	10.6	401,780	112,895	31,325	79,947	13,089	49,797	29,355
SUBURBAN TOTAL	138.2	.0545	29.3	10.5	17.2	20.5	19.7	45.1	563,861	149,049	50,164	71,699	14,696	136,772	22,286
LAFAYETTE	**209.9**	**.0827**	**29.8**	**11.4**	**17.9**	**20.5**	**20.1**	**75.6**	**1,667,771**	**438,140**	**176,663**	**265,300**	**52,092**	**313,408**	**63,053**
Lafayette	165.7	.0653	29.9	11.7	18.3	20.7	19.9	60.9	1,528,060	378,522	161,823	249,384	51,358	294,929	56,845
• Lafayette	95.0	.0375	30.6	13.7	17.1	20.5	22.0	36.6	1,374,242	330,625	147,741	221,861	45,031	290,394	49,254
St. Martin	44.2	.0174	29.3	10.2	16.5	19.5	21.1	14.7	139,711	59,618	14,840	15,916	734	18,479	6,206
SUBURBAN TOTAL	114.9	.0452	29.1	9.5	18.6	20.4	18.6	39.0	293,529	107,615	28,922	43,439	7,061	23,014	13,797
LAKE CHARLES	**170.1**	**.0671**	**31.8**	**9.7**	**16.0**	**20.5**	**24.4**	**60.8**	**1,189,504**	**328,298**	**96,044**	**203,292**	**39,975**	**224,198**	**55,710**
Calcasieu	170.1	.0671	31.8	9.7	16.0	20.5	24.4	60.8	1,189,504	328,298	96,044	203,292	39,975	224,198	55,710
• Lake Charles	71.4	.0282	32.5	10.8	15.5	19.1	27.0	27.0	824,259	186,945	72,486	153,173	33,856	167,251	39,069
SUBURBAN TOTAL	98.7	.0389	31.3	8.9	16.3	21.5	22.5	33.8	365,245	141,353	23,558	50,119	6,119	56,947	16,641
MONROE	**142.8**	**.0563**	**30.4**	**12.1**	**15.2**	**19.4**	**23.7**	**50.4**	**1,276,580**	**280,914**	**116,053**	**167,866**	**58,539**	**327,086**	**54,589**
Ouachita	142.8	.0563	30.4	12.1	15.2	19.4	23.7	50.4	1,276,580	280,914	116,053	167,866	58,539	327,086	54,589
• Monroe	55.1	.0217	28.2	14.6	13.8	16.2	24.4	19.1	868,947	152,612	79,777	103,809	50,045	295,710	27,123
SUBURBAN TOTAL	87.7	.0346	31.6	10.6	16.0	21.3	23.3	31.3	407,633	128,302	36,276	64,057	8,494	31,376	27,466
NEW ORLEANS	**1,244.0**	**.4904**	**32.1**	**9.9**	**16.7**	**21.7**	**23.5**	**457.1**	**9,816,017**	**2,316,837**	**1,090,904**	**1,144,295**	**462,159**	**1,849,543**	**497,383**
Jefferson	450.9	.1778	32.6	9.8	17.2	22.7	23.2	167.6	4,504,889	957,001	436,866	585,392	272,608	1,028,034	193,436
Kenner	72.5	.0286	30.4	10.2	17.9	24.3	17.5	25.2	638,875	81,201	75,845	120,098	13,473	167,428	24,819
Orleans	493.3	.1945	31.9	11.0	16.3	20.0	24.9	186.6	3,351,948	712,125	507,236	290,996	135,389	503,556	205,867
• New Orleans	493.3	.1945	31.9	11.0	16.3	20.0	24.9	186.6	3,351,948	712,125	507,236	290,996	135,389	503,556	205,867
St. Bernard	67.0	.0264	33.0	9.7	16.1	21.1	25.6	23.3	408,124	168,884	32,029	52,026	5,504	35,907	21,852
St. Charles	43.1	.0170	30.2	8.6	18.8	21.7	19.2	14.6	129,578	58,669	9,630	7,853	3,331	11,608	9,491
St. John the Baptist	40.7	.0160	28.7	8.8	18.5	21.2	17.1	13.0	208,124	64,130	19,581	35,177	5,587	31,668	10,976
St. Tammany	149.0	.0587	32.5	7.5	15.9	24.7	21.3	52.0	1,213,354	356,028	85,562	172,851	39,740	238,770	55,761
• Slidell	24.8	.0098	34.4	8.1	13.7	24.8	24.4	8.6	634,788	166,403	42,957	116,983	22,322	112,644	29,024
SUBURBAN TOTAL	725.9	.2861	32.2	9.3	17.1	22.7	22.4	261.9	5,829,281	1,438,309	540,711	736,316	304,448	1,233,343	262,492
SHREVEPORT	**336.4**	**.1326**	**32.4**	**9.4**	**15.6**	**20.5**	**25.5**	**124.7**	**2,560,574**	**485,814**	**224,630**	**399,671**	**130,869**	**576,594**	**115,182**
Bossier	87.4	.0344	31.0	10.0	17.4	21.0	22.1	30.9	591,972	127,537	65,834	104,152	20,746	106,519	22,280
• Bossier City	53.6	.0211	30.4	11.1	18.1	20.1	21.5	19.1	514,029	92,226	59,436	84,915	19,382	101,639	19,807
Caddo	249.0	.0982	33.0	9.2	15.1	20.3	26.6	93.8	1,968,602	358,277	158,796	295,519	110,123	470,075	92,902
• Shreveport	199.1	.0785	32.8	9.4	15.3	20.0	26.7	76.1	1,813,197	330,423	148,969	262,293	100,304	445,394	88,754
SUBURBAN TOTAL	83.7	.0330	33.0	8.2	15.3	22.0	25.0	29.5	233,348	63,165	16,225	52,463	11,183	29,561	6,621
OTHER COUNTIES															
Acadia	56.0	.0221	30.7	9.1	15.2	18.7	24.8	19.4	221,270	107,572	13,500	25,980	6,693	16,211	13,822
Allen	22.5	.0088	32.9	8.6	15.6	20.0	26.8	7.1	79,237	25,817	4,565	10,441	1,147	15,103	5,274
Assumption	22.8	.0090	30.0	10.2	15.6	19.6	22.7	7.4	63,456	27,113	2,793	7,763	1,994	12,750	4,202
Avoyelles	39.0	.0154	33.1	8.9	14.1	18.8	28.6	13.4	163,829	61,855	6,795	14,689	5,655	32,613	12,948
Beauregard	30.3	.0120	31.9	9.7	15.6	21.0	24.2	10.4	168,426	24,525	13,280	34,810	4,276	48,073	5,006
Bienville	16.0	.0063	35.2	8.6	12.9	17.5	32.7	5.9	52,127	21,759	2,749	955	275	16,243	1,966
Caldwell	9.8	.0038	33.9	8.6	13.7	19.3	29.3	3.5	49,432	19,808	1,463	3,291	971	19,576	467
Cameron	9.2	.0037	30.9	9.0	17.2	19.0	24.0	3.1	31,109	19,958	752	1,502	404	249	1,311
Catahoula	10.9	.0043	32.6	8.6	14.3	18.7	27.9	3.9	37,769	11,702	885	3,571	667	8,241	4,007
Claiborne	17.5	.0069	35.2	9.3	14.6	18.4	31.9	6.1	67,837	25,165	2,939	13,052	816	9,896	3,794
Concordia	20.6	.0081	32.4	8.7	14.0	19.1	27.4	7.2	71,655	13,802	7,888	8,180	2,614	18,455	4,317
De Soto	25.3	.0100	32.8	8.9	14.3	19.0	27.8	9.1	81,916	23,637	4,098	12,457	1,775	17,868	3,972
East Carroll	9.6	.0038	28.4	9.4	12.7	15.6	26.0	3.1	39,441	19,888	1,133	2,563	544	3,588	2,703
East Feliciana	19.7	.0078	31.1	9.7	16.8	20.8	22.7	5.6	42,230	17,030	844	1,622	138	8,853	3,403
Evangeline	33.1	.0130	31.4	9.1	14.2	18.0	26.9	11.7	128,297	45,367	3,898	12,566	3,274	22,197	12,265
Franklin	22.2	.0088	32.8	9.0	13.1	18.0	29.1	7.7	106,371	33,615	4,333	17,196	2,453	25,963	2,941
Grant	17.7	.0070	32.4	9.0	14.8	19.3	26.8	6.4	31,646	11,910	582	8,124	7	2,654	1,648
Iberia	68.3	.0269	29.8	9.8	16.0	19.0	22.7	22.8	407,669	138,107	27,234	38,828	12,198	81,274	19,769
Iberville	31.9	.0126	30.7	10.5	16.6	19.8	23.0	9.7	150,912	54,163	9,589	14,540	2,580	40,012	6,851
Jackson	15.5	.0061	35.0	8.7	12.8	18.9	31.1	5.7	79,542	36,093	3,156	12,567	1,881	7,915	4,080
Jefferson Davis	30.5	.0120	31.8	8.5	14.8	18.7	26.6	10.6	178,631	43,202	18,428	21,440	1,266	39,183	12,091
La Salle	13.4	.0053	35.3	8.2	13.7	19.9	30.5	5.0	71,682	25,111	3,442	11,588	625	13,237	4,779
Lincoln	42.0	.0166	25.0	26.7	13.0	15.8	21.1	13.8	256,671	61,049	17,173	40,657	6,699	74,579	10,784
Madison	12.2	.0048	30.1	8.6	12.7	17.9	25.8	4.2	66,049	22,087	8,827	3,690	711	6,577	3,477
Morehouse	32.1	.0127	32.3	9.2	13.6	18.0	28.3	11.0	158,126	38,966	7,426	22,655	2,317	48,473	10,484
Natchitoches	36.7	.0144	29.5	13.9	13.0	17.7	25.2	12.6	212,997	74,054	16,072	28,490	6,807	39,027	12,002
Plaquemines	25.6	.0101	29.6	10.4	17.5	19.7	20.8	8.2	187,879	54,016	14,985	68,419	1,761	3,294	3,498
Pointe Coupee	22.4	.0089	32.1	9.0	14.9	19.4	26.2	7.7	77,490	32,413	3,271	5,401	1,047	19,162	5,208
Red River	9.4	.0037	32.1	8.7	13.9	17.4	28.6	3.3	40,307	8,781	1,701	3,295	291	7,504	2,974
Richland	20.4	.0080	32.5	8.6	13.9	17.4	29.2	7.0	94,371	27,683	10,898	11,176	1,495	23,073	5,821
Sabine	22.5	.0089	85.0	8.2	13.1	18.4	31.6	8.3	107,366	35,044	4,945	17,221	2,209	16,718	5,127
St. Helena	9.8	.0039	30.8	9.9	14.3	18.8	25.2	3.3	8,156	3,925	213	601	136	501	648
St. James	21.0	.0083	29.6	10.5	16.2	19.1	22.2	6.5	63,860	31,764	3,881	2,358	1,721	6,934	2,876

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
St. Landry	80.0	.0316	31.1	9.1	14.4	18.4	26.0	27.4	365,388	123,286	23,460	56,036	8,074	59,700	31,187
St. Mary	57.3	.0226	29.7	9.7	16.5	19.4	21.9	19.2	263,854	91,730	19,995	42,682	6,445	36,868	15,071
Tangipahoa	86.5	.0341	30.2	11.7	14.7	19.8	23.2	29.9	688,310	228,346	42,115	68,559	18,889	150,419	28,679
Tensas	7.0	.0028	32.6	7.6	13.1	17.9	28.9	2.5	15,939	9,041	310	760	93	722	254
Union	20.8	.0082	34.8	8.5	13.6	19.6	30.1	7.6	66,772	25,290	1,947	10,113	300	13,413	5,208
Vermilion	50.1	.0197	31.7	8.8	15.4	18.7	26.2	17.8	213,954	71,144	13,377	20,175	2,792	42,635	16,285
Vernon	62.8	.0248	24.7	21.2	19.6	15.6	13.8	19.7	223,506	59,649	26,248	37,329	9,233	37,853	7,286
Washington	43.3	.0170	33.7	8.5	14.4	19.8	28.3	15.5	191,843	62,289	12,805	23,537	5,384	24,589	14,325
Webster	42.3	.0167	35.3	8.3	13.8	19.2	31.2	16.0	250,699	58,721	14,639	26,766	11,996	62,215	8,881
West Carroll	12.1	.0047	34.7	8.1	13.1	18.9	30.6	4.4	119,554	18,668	2,225	52,490	210	17,312	2,766
West Feliciana	13.0	.0051	32.9	8.9	26.5	27.9	16.7	2.7	28,290	13,359	2,552	1,248	408	2,411	945
Winn	16.3	.0065	33.9	9.5	13.9	19.3	29.2	5.8	89,805	32,681	4,200	15,706	1,202	17,293	4,811
TOTAL METRO COUNTIES	**2,951.0**	**1.1633**	**31.3**	**10.6**	**16.6**	**21.0**	**22.9**	**1,065.5**	**22,881,125**	**5,431,711**	**2,179,624**	**3,195,557**	**1,018,176**	**4,643,905**	**1,039,313**
TOTAL STATE	**4,238.4**	**1.671**	**31.3**	**10.6**	**16.1**	**20.4**	**23.6**	**1,504.7**	**28,996,995**	**7,422,096**	**2,567,235**	**4,032,646**	**1,160,649**	**5,815,331**	**1,369,526**



LOUISIANA PURCHASES

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*Source: Belden CMS, 1991

Photo location at Pitot House, New Orleans. Clothing provided by Laura Ashley, flowers by Key Florals

The Times-Picayune

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Circle No. 167 on Reader Service Card

LA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALEXANDRIA	**1,501,407**	**24,837**	**21.3**	**25.5**	**16.4**	**17.4**	**.0475**
Rapides	1,501,407	24,837	21.3	25.5	16.4	17.4	.0475
• Alexandria	604,877	22,584	22.2	22.6	13.6	18.4	.0250
SUBURBAN TOTAL	896,530	26,274	20.6	27.6	18.2	16.7	.0225
BATON ROUGE	**7,299,684**	**31,743**	**16.2**	**22.4**	**18.2**	**27.2**	**.2099**
Ascension	693,285	31,677	16.5	22.2	21.3	23.7	.0204
East Baton Rouge	5,688,986	32,486	15.6	21.5	17.3	29.4	.1626
• Baton Rouge	3,112,536	26,532	18.6	21.6	14.6	24.0	.1066
Livingston	802,353	29,523	18.3	26.9	20.8	20.1	.0209
West Baton Rouge	215,060	27,171	20.4	24.4	19.3	18.8	.0060
SUBURBAN TOTAL	4,287,148	35,534	14.4	22.9	21.2	29.7	.1033
HOUMA-THIBODAUX	**1,981,744**	**26,284**	**20.1**	**25.9**	**17.1**	**18.4**	**.0606**
Lafourche	932,045	26,256	20.5	25.6	17.3	18.2	.0269
• Thibodaux	160,387	21,791	23.6	23.7	12.7	16.7	.0070
Terrebonne	1,049,699	26,310	19.7	25.9	17.1	18.7	.0337
• Houma	337,175	23,882	21.0	23.2	14.6	19.2	.0136
SUBURBAN TOTAL	1,484,182	27,242	19.5	26.7	18.3	18.4	.0400
LAFAYETTE	**2,570,361**	**26,508**	**19.6**	**23.9**	**17.1**	**20.1**	**.0785**
Lafayette	2,194,686	28,165	18.6	23.1	17.4	22.8	.0676
• Lafayette	1,348,637	27,294	18.9	22.4	16.0	23.3	.0482
St. Martin	375,675	21,119	23.5	27.1	15.9	9.3	.0109
SUBURBAN TOTAL	1,221,724	25,846	20.1	25.4	18.1	17.2	.0303
LAKE CHARLES	**2,141,451**	**28,652**	**18.3**	**23.3**	**18.2**	**22.7**	**.0618**
Calcasieu	2,141,451	28,652	18.3	23.3	18.2	22.7	.0618
• Lake Charles	914,895	25,151	19.8	22.4	15.6	20.5	.0315
SUBURBAN TOTAL	1,226,556	31,351	17.2	24.0	20.2	24.4	.0303
MONROE	**1,653,724**	**24,530**	**20.7**	**23.5**	**15.9**	**18.9**	**.0544**
Ouachita	1,653,724	24,530	20.7	23.5	15.9	18.9	.0544
• Monroe	601,650	19,255	22.1	20.1	11.7	16.7	.0267
SUBURBAN TOTAL	1,052,074	27,662	19.9	25.7	18.4	20.2	.0277
NEW ORLEANS	**16,867,155**	**28,757**	**17.6**	**23.4**	**17.2**	**23.7**	**.4856**
Jefferson	6,560,862	32,928	15.9	25.1	19.8	26.8	.1977
Kenner	1,049,630	35,367	15.3	23.0	20.6	29.9	.0303
Orleans	6,254,675	22,191	20.2	21.8	13.2	18.6	.1779
• New Orleans	6,254,675	22,191	20.2	21.8	13.2	18.6	.1779
St. Bernard	790,525	29,552	19.4	27.6	20.5	20.1	.0226
St. Charles	565,946	35,887	13.6	21.8	22.2	29.0	.0131
St. John the Baptist	452,138	31,159	15.6	24.6	21.2	22.9	.0126
St. Tammany	2,243,009	35,397	14.9	22.7	18.8	31.7	.0617
• Slidell	371,890	39,440	12.5	20.5	22.4	34.3	.0174
SUBURBAN TOTAL	10,240,590	32,913	15.9	24.9	19.8	26.9	.2903
SHREVEPORT	**4,310,781**	**27,347**	**18.8**	**24.7**	**17.6**	**20.5**	**.1265**
Bossier	1,102,522	30,546	17.0	26.1	20.1	22.7	.0315
• Bossier City	671,384	30,430	17.0	27.3	20.6	21.8	.0217
Caddo	3,208,259	26,222	19.4	24.1	16.7	19.8	.0950
• Shreveport	2,587,704	25,807	19.5	24.2	16.5	19.2	.0803
SUBURBAN TOTAL	1,051,693	29,163	18.3	23.9	18.5	22.9	.0245

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Acadia	492,386	18,676	23.7	24.0	12.6	10.6	.0146
Allen	180,259	18,991	24.8	24.4	14.2	9.1	.0056
Assumption	209,104	23,386	21.5	27.0	16.0	13.6	.0057
Avoyelles	312,693	17,023	24.3	22.4	12.3	9.3	.0099
Beauregard	347,141	26,564	20.1	24.1	17.2	20.7	.0098
Bienville	157,321	20,216	22.1	24.4	12.5	13.6	.0042
Caldwell	92,314	19,575	25.5	23.6	12.8	12.6	.0028
Cameron	108,388	29,377	19.8	24.4	18.5	23.4	.0027
Catahoula	94,559	17,772	23.8	24.6	11.4	9.6	.0027
Claiborne	164,312	19,531	23.8	23.2	14.2	11.6	.0047
Concordia	197,830	20,678	21.9	23.4	14.9	12.9	.0054
De Soto	220,775	18,097	24.5	21.4	13.5	10.7	.0064
East Carroll	66,717	12,837	25.4	18.1	6.3	8.6	.0022
East Feliciana	176,451	24,645	20.7	26.9	15.7	17.7	.0046
Evangeline	267,613	16,532	25.4	21.6	12.5	8.4	.0083
Franklin	176,507	16,769	27.1	22.4	11.4	8.3	.0059
Grant	162,834	20,292	24.7	27.0	13.2	10.3	.0041
Iberia	700,356	23,922	21.7	25.0	16.6	15.2	.0215
Iberville	312,554	23,086	20.7	23.1	14.8	17.1	.0092
Jackson	174,801	22,353	21.8	23.6	15.3	15.6	.0049
Jefferson Davis	311,470	23,132	21.5	27.2	13.3	15.6	.0096
La Salle	140,184	22,606	22.9	28.5	15.6	11.5	.0041
Lincoln	461,046	23,736	19.3	21.1	15.5	19.1	.0136
Madison	96,227	15,983	25.3	21.7	10.6	8.4	.0033
Morehouse	299,026	19,682	24.5	21.8	13.6	13.9	.0092
Natchitoches	325,641	18,432	24.2	22.3	12.1	12.2	.0108
Plaquemines	264,950	27,149	18.1	27.8	18.1	17.5	.0087
Pointe Coupee	212,100	21,261	20.8	22.7	16.0	13.4	.0059
Red River	75,742	17,640	24.2	22.7	13.2	9.1	.0025
Richland	176,699	18,242	24.9	22.2	12.0	11.9	.0055
Sabine	220,839	20,437	23.7	24.7	15.0	11.2	.0065
St. Helena	74,033	17,164	24.4	25.9	9.7	8.1	.0019
St. James	210,454	26,883	17.8	20.6	18.5	21.9	.0056
St. Landry	706,088	18,182	23.1	21.8	13.3	11.3	.0218
St. Mary	567,450	24,474	21.0	26.4	17.7	14.7	.0165
Tangipahoa	852,513	21,736	22.2	23.2	13.9	15.8	.0296
Tensas	64,125	15,726	26.9	17.6	10.6	11.5	.0017
Union	223,297	23,266	23.4	24.9	14.9	15.8	.0058
Vermilion	524,355	22,973	21.7	24.2	14.8	16.3	.0145
Vernon	569,370	20,887	29.8	32.0	13.6	7.0	.0164
Washington	417,944	20,087	23.2	24.0	13.1	13.1	.0121
Webster	449,447	22,626	21.8	25.4	16.1	13.4	.0134
West Carroll	109,042	18,778	25.8	22.7	14.0	10.5	.0043
West Feliciana	92,320	20,975	18.5	21.6	14.2	16.0	.0027
Winn	162,410	20,498	22.2	24.9	13.8	12.2	.0050
TOTAL METRO COUNTIES	**38,426,307**	**28,365**	**18.3**	**23.7**	**17.3**	**22.8**	**1.1246**
TOTAL STATE	**50,647,994**	**25,990**	**19.6**	**23.8**	**16.5**	**20.8**	**1.4910**

Maine

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BANGOR	**148.6**	**.0586**	**32.9**	**12.8**	**16.1**	**21.6**	**25.0**	**54.8**
Penobscot	148.6	.0586	32.9	12.8	16.1	21.6	25.0	54.8
• Bangor	33.6	.0132	32.8	13.4	18.4	20.4	25.5	13.6
SUBURBAN TOTAL	115.0	.0454	32.9	12.6	15.5	21.9	24.9	41.2
LEWISTON-AUBURN	**107.0**	**.0422**	**33.2**	**10.5**	**16.4**	**20.5**	**26.5**	**40.8**
Androscoggin	107.0	.0422	33.2	10.5	16.4	20.5	26.5	40.8
• Auburn	24.7	.0097	34.2	9.5	16.3	20.7	28.0	9.7
• Lewiston	40.4	.0159	34.0	13.3	15.2	18.1	30.4	16.1
SUBURBAN TOTAL	41.9	.0166	32.1	8.3	17.7	22.7	22.1	15.0

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	**1,271,553**	**277,229**	**105,919**	**142,036**	**44,178**	**322,302**	**41,481**
Penobscot	1,271,553	277,229	105,919	142,036	44,178	322,302	41,481
• Bangor	699,942	128,862	66,660	108,515	27,105	196,390	16,030
SUBURBAN TOTAL	571,611	148,367	39,259	33,521	17,073	125,912	25,451
LEWISTON-AUBURN	**802,205**	**208,151**	**80,733**	**101,976**	**21,142**	**187,799**	**27,894**
Androscoggin	802,205	208,151	80,733	101,976	21,142	187,799	27,894
• Auburn	377,639	88,494	30,649	34,452	7,992	146,427	8,666
• Lewiston	281,787	69,905	36,632	59,142	11,647	17,605	14,032
SUBURBAN TOTAL	142,777	49,752	13,452	8,382	1,503	23,767	5,196

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	 25-34 Years	 35-49 Years	 50 & Over	Households (Thousands)
PORTLAND	**247.4**	**.0976**	**34.1**	**10.4**	**17.6**	**22.7**	**25.7**	**96.3**
Cumberland	247.4	.0976	34.1	10.4	17.6	22.7	25.7	96.3
• Portland	65.5	.0258	33.4	12.4	20.9	20.1	26.5	28.8
SUBURBAN TOTAL	181.9	.0718	34.4	9.8	16.3	23.7	25.4	67.5
OTHER COUNTIES								
Aroostook	86.2	.0339	33.7	9.8	16.5	21.3	26.5	31.2
Franklin	29.4	.0116	33.3	11.3	14.7	21.9	25.7	10.9
Hancock	47.8	.0188	36.3	8.5	15.2	22.6	29.5	18.7
Kennebec	117.8	.0465	34.7	9.7	15.3	22.6	26.9	44.6
Knox	36.7	.0144	37.4	7.1	14.2	23.1	31.1	14.6
Lincoln	31.1	.0123	37.8	6.5	13.6	23.4	31.3	12.2
Oxford	53.4	.0211	35.5	7.3	15.4	21.3	29.5	20.5
Piscataquis	18.8	.0074	37.0	7.0	13.5	22.1	31.0	7.3
Sagadahoc	34.7	.0136	33.0	8.8	18.0	23.3	23.1	13.0
Somerset	50.6	.0200	34.2	8.4	15.3	21.9	26.9	18.9
Waldo	33.7	.0130	35.1	8.1	14.6	23.1	27.0	12.7
Washington	35.4	.0139	36.2	8.5	14.0	20.6	31.1	13.5
York	169.3	.0668	34.0	8.4	16.9	22.8	25.6	63.6
TOTAL METRO COUNTIES	**503.0**	**.1984**	**33.6**	**11.2**	**16.8**	**21.9**	**25.7**	**191.9**
TOTAL STATE	**1,247.9**	**.4920**	**34.3**	**9.7**	**16.1**	**22.2**	**26.6**	**473.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
PORTLAND	**3,058,969**	**531,805**	**301,664**	**271,040**	**103,179**	**474,168**	**81,919**
Cumberland	3,058,969	531,805	301,664	271,040	103,179	474,168	81,919
• Portland	693,757	168,131	126,145	28,652	30,456	94,269	28,922
SUBURBAN TOTAL	2,365,212	363,674	175,519	242,388	72,723	379,899	52,997
OTHER COUNTIES							
Aroostook	567,046	150,239	43,055	47,463	17,321	142,983	23,144
Franklin	196,336	57,826	19,468	14,395	5,074	47,508	6,732
Hancock	391,725	117,230	48,086	19,232	10,466	74,091	10,822
Kennebec	996,108	234,691	83,165	102,620	29,009	244,253	36,359
Knox	286,022	86,862	26,389	21,025	9,035	48,888	10,903
Lincoln	213,050	55,920	26,846	4,851	4,738	42,695	6,914
Oxford	235,907	46,026	19,728	21,075	8,674	38,246	12,931
Piscataquis	101,331	29,782	7,624	16,949	3,819	16,853	5,363
Sagadahoc	190,940	71,451	17,533	11,480	4,644	40,971	5,531
Somerset	265,753	76,206	13,043	14,750	9,526	71,436	9,019
Waldo	143,588	38,138	13,770	17,820	3,278	27,257	4,355
Washington	210,629	67,013	15,118	16,279	4,913	24,569	6,855
York	1,160,666	250,614	181,717	51,513	47,380	258,768	38,118
TOTAL METRO COUNTIES	**5,132,727**	**1,017,186**	**488,316**	**515,052**	**168,499**	**984,269**	**151,294**
TOTAL STATE	**10,091,828**	**2,299,183**	**1,003,858**	**874,504**	**326,376**	**2,062,787**	**328,340**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	 B	 C	 D	Buying Power Index
BANGOR	**1,890,233**	**28,808**	**19.5**	**28.0**	**20.6**	**18.8**	**.0580**
Penobscot	1,890,233	28,808	19.5	28.0	20.6	18.8	.0580
• Bangor	468,411	26,941	20.1	28.4	19.1	17.5	.0205
SUBURBAN TOTAL	1,421,822	29,463	19.2	27.9	21.1	19.2	.0375
LEWISTON-AUBURN	**1,395,088**	**29,384**	**18.5**	**28.9**	**20.9**	**18.5**	**.0404**
Androscoggin	1,395,088	29,384	18.5	28.9	20.9	18.5	.0404
• Auburn	346,979	29,797	17.6	28.8	20.5	19.6	.0128
• Lewiston	517,470	26,488	22.2	27.3	18.7	16.1	.0148
SUBURBAN TOTAL	530,639	32,032	15.2	30.5	23.8	20.2	.0128
PORTLAND	**3,986,585**	**34,729**	**15.2**	**25.8**	**22.1**	**27.4**	**.1233**
Cumberland	3,986,585	34,729	15.2	25.8	22.1	27.4	.1233
• Portland	1,009,382	28,527	19.8	25.7	19.7	19.7	.0301
SUBURBAN TOTAL	2,977,203	37,312	13.2	25.8	23.0	30.7	.0932
OTHER COUNTIES							
Aroostook	929,374	23,901	23.2	30.7	17.9	10.5	.0286

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	 B	 C	 D	Buying Power Index
Franklin	321,207	25,418	21.8	29.5	19.5	12.9	.0099
Hancock	624,791	27,640	20.7	29.6	19.2	17.4	.0186
Kennebec	1,564,573	30,355	18.2	28.3	21.3	20.1	.0466
Knox	488,587	27,040	21.4	30.6	18.8	16.3	.0141
Lincoln	422,888	29,567	19.2	29.7	21.7	18.1	.0118
Oxford	629,279	26,191	21.9	30.8	19.1	13.8	.0164
Piscataquis	199,522	23,980	24.6	30.3	18.8	10.0	.0058
Sagadahoc	486,108	33,954	15.1	27.9	25.2	22.7	.0124
Somerset	588,367	26,433	21.9	28.3	18.7	16.2	.0163
Waldo	369,430	24,041	23.7	30.3	15.8	12.4	.0100
Washington	340,222	20,749	25.7	28.5	14.7	8.5	.0108
York	2,543,721	35,966	14.3	25.6	24.2	27.5	.0666
TOTAL METRO COUNTIES	**7,271,906**	**31,827**	**17.1**	**27.2**	**21.4**	**23.0**	**.2217**
TOTAL STATE	**16,781,995**	**29,904**	**18.6**	**27.9**	**20.9**	**20.2**	**.4996**

Use Our Influence

Sources: Circulation 1992; Sales & Marketing Management's Survey of Buying Power, 1991/92.

...our numbers are very convincing!

The Bangor Market wields enormous trade influence - evidenced in its Metro's per household retail sales which rank **#20 in the nation**. This retail vitality when compared with the total U.S. means 19% greater retail sales, 47% greater automotive sales, 28% greater food sales, and 12% greater general merchandise sales. Pair this retailing haven with a newspaper that ranks **#1 in New England** for weekend Metro coverage, #2 weekdays, and you have the right combination for a shrewd investment. To learn more about this vibrant market, give us a call!

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Maryland

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BALTIMORE	**2,430.9**	**.9585**	**33.7**	**10.8**	**18.6**	**22.8**	**24.9**	**898.4**	**17,484,160**	**3,330,998**	**1,742,179**	**2,061,301**	**878,851**	**3,833,242**	**696,457**
Anne Arundel	439.4	.1732	33.1	10.5	18.1	24.6	22.0	153.2	3,917,093	747,613	359,540	647,967	175,742	880,451	103,864
● Annapolis	34.1	.0134	34.3	10.8	19.1	23.2	25.5	14.4	727,428	121,793	68,383	89,138	37,098	207,214	23,218
Baltimore	706.5	.2786	35.7	9.5	17.4	22.5	28.6	274.7	6,969,145	1,168,496	607,675	853,246	345,781	1,757,458	228,239
Baltimore city	730.0	.2878	32.9	10.9	18.1	19.9	26.3	274.0	3,169,417	698,866	508,371	205,476	118,283	441,250	252,729
● Baltimore	730.0	.2878	32.9	10.9	18.1	19.9	26.3	274.0	3,169,417	698,866	508,371	205,476	118,283	441,250	252,729
Carroll	128.8	.0508	33.7	8.9	16.6	25.2	22.6	44.2	705,040	151,526	53,433	70,226	27,279	161,738	36,916
Harford	191.0	.0754	32.4	9.7	17.9	24.5	20.9	66.3	1,238,669	253,776	80,056	136,174	51,874	343,862	39,091
Howard	199.6	.0787	32.6	8.6	20.1	27.7	17.5	72.9	1,317,090	264,478	106,956	144,890	143,803	235,185	32,244
Queen Anne's	35.6	.0140	35.9	7.6	16.3	23.2	28.2	13.1	167,706	46,243	26,148	3,322	15,289	13,298	3,374
SUBURBAN TOTAL	1,666.8	.6573	34.1	9.6	17.9	24.1	24.2	610.0	13,587,255	2,510,339	1,165,425	1,766,687	722,670	3,184,778	420,510
CUMBERLAND	**101.5**	**.0400**	**37.4**	**11.0**	**12.7**	**20.0**	**33.4**	**39.6**	**648,437**	**136,540**	**62,485**	**104,728**	**37,160**	**100,857**	**33,159**
Allegany	74.3	.0293	38.0	11.3	12.5	19.4	34.8	29.4	560,176	112,391	53,838	100,838	31,708	82,212	28,462
● Cumberland	23.5	.0093	39.9	8.7	12.5	18.4	38.0	10.2	228,563	35,665	17,607	23,835	14,258	48,010	10,439
Mineral, W. Va.	*27.2*	*.0107*	*35.9*	*10.2*	*13.1*	*22.0*	*29.5*	*10.2*	*83,261*	*24,149*	*8,647*	*3,890*	*5,452*	*18,645*	*4,697*
SUBURBAN TOTAL	78.0	.0307	36.7	11.7	12.8	20.4	32.0	29.4	414,874	100,875	44,878	80,893	22,902	52,847	22,720
HAGERSTOWN	**122.7**	**.0483**	**34.8**	**10.2**	**17.2**	**21.6**	**28.2**	**45.2**	**868,139**	**182,659**	**67,311**	**110,370**	**42,467**	**229,375**	**42,784**
Washington	122.7	.0483	34.8	10.2	17.2	21.6	28.2	45.2	868,139	182,659	67,311	110,370	42,467	229,375	42,784
● Hagerstown	35.9	.0142	33.7	10.4	18.0	18.8	28.9	15.3	428,980	97,576	39,781	44,797	20,627	91,188	26,600
SUBURBAN TOTAL	86.8	.0341	35.4	10.2	16.8	22.6	28.0	29.9	439,159	85,083	27,530	65,573	21,840	138,187	16,184
OTHER COUNTIES															
☐ Calvert	55.2	.0218	32.8	8.2	17.0	25.5	20.8	18.2	220,049	57,934	26,626	18,991	8,464	56,889	6,311
Caroline	27.7	.0109	34.6	8.6	15.7	21.1	28.3	10.2	151,118	25,237	6,799	5,399	3,699	76,431	5,332
☐ Cecil	74.2	.0292	32.9	9.7	16.2	23.2	23.3	25.7	470,515	78,155	32,922	23,014	10,291	121,691	12,987
☐ Charles	106.7	.0421	30.5	10.3	18.5	24.2	17.4	34.8	679,280	117,455	63,873	48,889	37,027	169,645	24,795
Dorchester	30.3	.0119	37.5	8.2	15.0	20.7	33.1	12.1	170,087	34,133	18,195	9,816	5,887	17,942	8,735
☐ Frederick	156.9	.0619	32.6	10.0	17.6	24.5	21.3	55.0	1,095,301	196,903	112,506	156,706	60,285	223,884	30,028
● Frederick	42.0	.0166	31.6	11.9	21.1	20.6	22.1	16.4	762,170	130,840	76,531	120,321	44,064	157,326	21,556
Garrett	28.3	.0111	34.2	8.9	15.1	20.9	27.9	10.2	173,008	47,881	8,826	5,233	7,691	33,316	10,661
Kent	17.9	.0070	37.2	11.6	13.9	20.2	32.8	6.7	127,120	31,317	15,710	8,092	4,013	30,754	7,579
☐ Montgomery	800.4	.3156	34.3	8.7	19.0	25.2	23.4	298.1	6,233,787	1,286,672	539,179	723,506	480,033	1,289,851	264,175
Rockville	47.4	.0187	35.0	8.9	17.8	24.9	25.1	16.6	728,868	129,926	77,822	34,584	103,930	148,193	27,983
☐ Prince George's	743.9	.2933	31.3	12.7	20.0	23.7	18.9	262.4	6,109,373	1,091,170	545,756	865,998	309,825	1,384,018	215,374
St. Mary's	79.6	.0314	30.0	11.6	19.5	21.1	19.1	26.6	414,717	111,919	42,468	37,097	13,387	63,849	12,662
Somerset	23.7	.0094	34.2	13.2	17.6	19.4	29.3	8.1	73,831	26,970	9,041	1,995	989	8,319	4,092
Talbot	31.2	.0123	40.1	7.2	14.2	20.9	36.4	12.9	307,649	52,062	37,041	[illegible]	9,934	76,617	9,680
Wicomico	76.1	.0300	33.6	11.7	15.9	21.7	26.1	28.5	721,952	135,959	65,671	112,712	27,622	133,464	18,601
Worcester	35.9	.0142	38.0	7.9	15.5	20.7	33.8	14.5	525,215	84,504	127,609	31,814	24,759	88,548	15,284
TOTAL METRO COUNTIES	**4,565.2**	**1.8000**	**33.3**	**10.2**	**18.4**	**23.4**	**23.5**	**1,667.2**	**33,720,720**	**6,454,337**	**3,184,190**	**4,109,615**	**1,858,151**	**7,390,807**	**1,321,373**
TOTAL STATE	**4,915.9**	**1.9382**	**33.4**	**10.1**	**18.2**	**23.2**	**23.9**	**1,797.0**	**36,385,417**	**7,004,319**	**3,515,550**	**4,323,855**	**1,956,132**	**7,920,047**	**1,413,999**

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BALTIMORE	**38,349,342**	**36,520**	**13.4**	**23.6**	**21.2**	**31.1**	**.9941**
Anne Arundel	7,788,854	45,011	9.2	20.1	22.9	42.4	.2036
• Annapolis	603,259	36,012	13.8	24.1	20.1	31.3	.0228
Baltimore	12,378,533	38,303	12.5	24.9	23.4	32.3	.3366
Baltimore city	8,432,512	24,488	19.9	26.2	16.8	15.6	.2228
• Baltimore	8,432,512	24,488	19.9	26.2	16.8	15.6	.2228
Carroll	2,050,237	42,721	10.1	20.9	25.4	37.9	.0493
Harford	3,036,332	41,514	10.4	22.7	24.1	36.5	.0762
Howard	4,118,696	51,494	6.3	16.8	21.3	52.1	.0927
Queen Anne's	544,178	35,932	13.4	25.5	23.2	28.4	.0129
SUBURBAN TOTAL	29,313,571	42,060	10.5	22.3	23.2	38.0	.7485
CUMBERLAND	**1,087,381**	**22,008**	**24.4**	**28.4**	**15.5**	**10.9**	**.0331**
Allegany	782,054	20,951	25.2	28.0	14.5	9.7	.0256
• Cumberland	239,476	16,525	27.8	23.4	10.5	7.5	.0088
Mineral, W. Va.	*305,327*	*25,551*	*21.9*	*29.6*	*18.3*	*14.1*	*.0075*
SUBURBAN TOTAL	847,905	23,998	23.2	30.1	17.2	12.0	.0243
HAGERSTOWN	**1,518,759**	**28,991**	**18.0**	**30.1**	**21.9**	**16.4**	**.0444**
Washington	1,518,759	28,991	18.0	30.1	21.9	16.4	.0444
• Hagerstown	408,097	23,007	22.2	30.9	16.3	9.7	.0154
SUBURBAN TOTAL	1,110,662	32,295	15.9	29.6	24.8	19.8	.0290

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
☐ Calvert	990,162	50,731	7.6	15.5	20.7	51.0	.0212
Caroline	304,245	26,406	21.3	29.7	20.4	12.8	.0087
☐ Cecil	1,039,032	36,562	14.0	24.8	23.8	28.9	.0275
☐ Charles	1,654,408	44,854	8.6	18.9	25.1	41.4	.0417
Dorchester	378,374	26,242	21.0	29.5	17.4	15.9	.0103
☐ Frederick	2,474,632	41,093	10.4	22.5	25.2	35.2	.0637
• Frederick	626,185	34,631	13.8	27.3	25.1	24.2	.0243
Garrett	285,142	23,428	24.3	30.0	14.8	12.9	.0088
Kent	261,304	30,000	17.9	26.3	19.9	21.5	.0070
☐ Montgomery	18,408,482	51,835	6.8	16.9	19.9	52.5	.4126
Rockville	932,937	49,947	7.6	17.8	19.2	49.9	.0283
☐ Prince George's	12,307,353	42,743	8.9	23.4	23.9	38.7	.3243
St. Mary's	1,105,095	36,895	12.9	27.0	23.7	29.5	.0279
Somerset	251,984	24,438	21.4	30.1	17.3	11.9	.0065
Talbot	567,361	33,158	15.8	25.8	18.3	28.7	.0151
Wicomico	978,992	28,441	19.3	29.5	20.1	17.5	.0310
Worcester	488,234	27,785	19.8	28.9	20.2	16.6	.0180
TOTAL METRO COUNTIES	**77,524,224**	**39,929**	**11.6**	**22.4**	**21.6**	**35.8**	**1.9551**
TOTAL STATE	**82,144,955**	**39,074**	**12.1**	**22.9**	**21.4**	**34.7**	**2.0884**

Massachusetts

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BOSTON–LAWRENCE–SALEM–LOWELL–BROCKTON	**3,785.8**	**1.4927**	**33.8**	**11.7**	**18.5**	**21.9**	**25.9**	**1,409.5**
Essex	672.3	.2651	34.9	9.5	16.9	22.3	27.4	251.0
• Gloucester	28.8	.0114	36.9	8.8	16.4	23.1	30.1	11.6
• Haverhill	51.6	.0203	32.6	10.0	20.5	19.7	25.5	19.6
• Lawrence	70.4	.0278	29.0	10.9	18.1	17.1	22.1	24.3
• Lynn	81.5	.0321	33.3	10.0	18.1	19.5	27.4	31.7
Peabody	47.2	.0186	36.5	9.1	17.1	21.9	30.4	17.6
• Salem	38.2	.0151	33.9	12.3	20.8	20.2	27.5	15.9

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON–LAWRENCE–SALEM–LOWELL–BROCKTON	**38,301,165**	**6,444,786**	**4,432,429**	**3,211,997**	**1,493,827**	**6,709,052**	**1,326,051**
Essex	5,845,472	1,024,793	777,547	690,432	237,303	1,369,384	228,003
• Gloucester	217,604	53,310	33,684	10,044	5,037	45,720	13,556
• Haverhill	418,701	78,638	44,391	23,661	14,990	134,991	14,895
• Lawrence	365,630	41,922	36,954	17,984	24,617	125,041	16,910
• Lynn	616,467	93,167	63,342	16,020	18,594	300,840	28,923
Peabody	636,754	90,150	54,068	200,969	25,192	70,816	17,352
• Salem	362,487	93,200	46,316	25,439	20,195	75,265	17,667

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Data: Sales & Marketing Management's 1991 Survey of Buying Power; 1991 Belden Continuing Market Study

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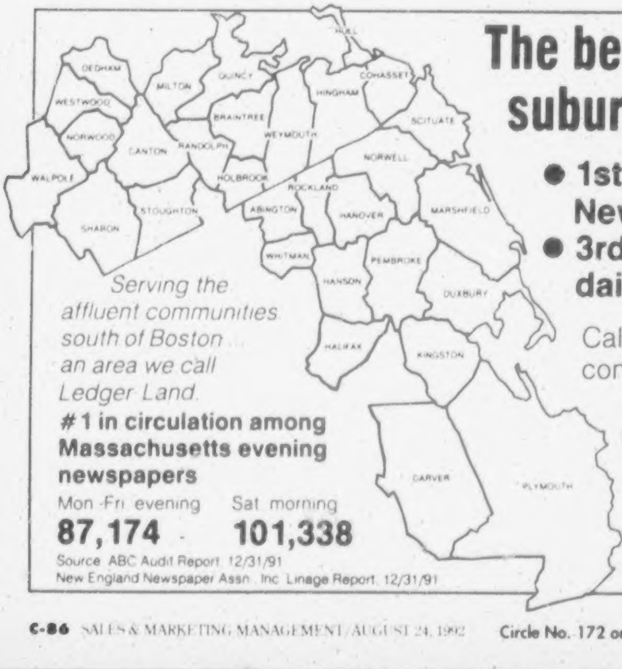
MASS. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Middlesex	**1,398.2**	**.5513**	**34.1**	**11.7**	**18.9**	**22.3**	**26.0**	**519.1**	**12,429,158**	**2,572,388**	**1,419,211**	**1,181,242**	**583,388**	**2,641,768**	**511,994**
Arlington	44.6	.0176	37.6	8.6	20.2	22.1	32.3	18.7	282,622	51,140	24,473	7,264	6,990	125,068	13,180
• Cambridge	95.8	.0378	31.7	19.4	24.1	21.8	20.3	39.4	973,022	201,256	194,795	116,881	77,311	65,443	49,301
• Framingham	65.0	.0256	34.2	12.4	19.5	22.2	26.2	25.1	928,286	99,965	115,862	149,646	49,652	241,622	30,960
• Lowell	103.4	.0408	29.9	13.9	19.7	17.1	22.9	37.0	630,069	109,109	69,712	38,142	22,714	233,552	26,628
Malden	53.9	.0213	34.1	10.8	21.3	19.6	28.4	21.9	339,152	78,875	37,261	17,289	17,329	97,922	10,196
Medford	57.4	.0226	35.1	13.2	18.9	19.3	30.9	21.8	527,083	146,179	31,033	50,612	12,980	85,361	28,194
Newton	82.5	.0325	36.2	13.5	15.8	23.5	28.5	29.4	940,876	164,103	105,247	78,492	49,460	177,546	40,511
Somerville	76.1	.0300	31.9	16.5	25.6	18.3	23.7	30.3	489,360	120,686	47,709	54,319	19,866	68,060	20,521
• Waltham	57.9	.0228	32.4	19.4	20.2	18.9	25.8	20.7	535,977	104,224	92,139	23,384	42,846	65,094	30,654
Norfolk	**614.2**	**.2421**	**35.7**	**10.3**	**17.4**	**22.7**	**28.4**	**227.1**	**6,138,917**	**1,220,785**	**579,139**	**657,656**	**259,192**	**1,502,647**	**234,580**
Brookline	54.6	.0215	35.5	11.3	21.9	23.8	27.1	24.3	333,260	98,593	60,646	6,976	18,681	44,772	20,037
Quincy	84.8	.0334	35.2	11.4	21.0	19.7	30.6	35.6	692,715	194,159	87,675	38,638	13,822	162,353	38,742
Weymouth	53.9	.0213	35.0	10.3	19.4	21.6	28.3	20.7	520,820	138,116	39,992	80,886	26,381	98,196	18,687
Plymouth	**439.8**	**.1734**	**33.5**	**9.9**	**16.1**	**23.7**	**23.8**	**150.7**	**4,046,434**	**700,349**	**442,886**	**331,399**	**178,056**	**787,934**	**130,550**
• Brockton	93.7	.0369	32.0	10.8	17.9	19.9	24.6	33.1	966,881	172,696	103,111	95,003	34,841	185,509	32,428
Plymouth	46.1	.0182	32.9	9.0	17.0	24.3	22.1	16.0	376,253	82,598	37,782	18,523	14,004	89,763	9,650
Suffolk	**661.3**	**.2608**	**31.4**	**16.4**	**21.7**	**18.8**	**23.3**	**260.8**	**4,841,204**	**926,471**	**1,213,646**	**351,268**	**235,888**	**407,312**	**220,924**
• Boston	572.1	.2256	31.0	17.2	22.2	18.7	22.3	225.7	4,340,920	766,159	1,138,406	319,296	206,756	371,179	188,804
Revere	42.6	.0168	36.5	10.6	18.0	19.4	32.7	17.2	265,131	78,386	48,036	15,238	18,955	23,084	14,757
SUBURBAN TOTAL	2,527.4	.9965	35.2	10.0	17.3	23.3	27.1	925.4	22,945,141	4,631,140	2,493,717	2,376,497	976,272	4,864,796	875,325
NEW BEDFORD–FALL RIVER–ATTLEBORO	**511.4**	**.2017**	**34.2**	**10.4**	**16.2**	**21.2**	**27.5**	**189.4**	**4,292,389**	**922,207**	**493,891**	**490,349**	**166,768**	**833,909**	**164,918**
Bristol	**511.4**	**.2017**	**34.2**	**10.4**	**16.2**	**21.2**	**27.5**	**189.4**	**4,292,389**	**922,207**	**493,891**	**490,349**	**166,768**	**833,909**	**164,918**
• Attleboro	38.8	.0153	32.5	9.6	19.7	20.6	24.6	14.4	412,557	55,352	34,667	30,728	18,003	76,938	18,638
• Fall River	93.6	.0369	34.0	10.8	16.3	17.5	30.8	37.6	639,204	172,653	66,030	59,650	34,091	114,634	34,091
• New Bedford	101.0	.0398	34.1	10.2	16.0	18.0	30.5	39.2	570,928	149,103	79,239	41,550	23,702	89,981	31,011
Taunton	50.3	.0198	33.3	10.1	18.9	20.1	26.7	19.1	284,250	74,958	23,729	27,692	17,932	61,924	10,464
SUBURBAN TOTAL	278.0	.1097	34.6	10.5	15.7	23.7	25.7	98.2	2,669,700	545,099	313,955	358,421	90,972	552,356	81,178
PITTSFIELD	**138.0**	**.0544**	**36.4**	**10.5**	**14.5**	**21.0**	**31.1**	**53.9**	**1,262,477**	**254,999**	**155,210**	**132,638**	**48,435**	**234,916**	**44,070**
Berkshire	**138.0**	**.0544**	**36.4**	**10.5**	**14.5**	**21.0**	**31.1**	**53.9**	**1,262,477**	**254,999**	**155,210**	**132,638**	**48,435**	**234,916**	**44,070**
• Pittsfield	48.2	.0190	36.2	9.1	16.2	20.1	21.7	19.8	533,242	114,001	63,326	79,036	27,958	97,710	20,721
SUBURBAN TOTAL	89.8	.0354	36.5	11.2	13.6	21.5	30.8	34.1	729,235	140,998	91,884	53,602	20,477	137,206	23,349
SPRINGFIELD	**607.6**	**.2395**	**33.1**	**13.2**	**16.0**	**20.5**	**26.5**	**222.2**	**4,581,446**	**908,761**	**574,618**	**579,580**	**200,423**	**889,172**	**183,427**
Hampden	**460.3**	**.1815**	**33.8**	**10.6**	**16.1**	**20.3**	**27.8**	**171.5**	**3,679,985**	**699,720**	**444,347**	**512,375**	**167,638**	**734,506**	**148,970**
Chicopee	57.1	.0225	35.7	10.1	16.6	19.5	31.5	22.9	384,917	64,616	58,375	40,381	9,457	98,932	13,466
• Holyoke	44.1	.0174	31.9	10.1	15.4	16.8	28.4	16.0	509,563	69,924	43,599	168,654	26,792	62,413	16,518
• Springfield	158.4	.0625	31.1	12.2	17.6	18.0	25.1	58.3	1,342,194	243,285	164,810	184,691	78,707	258,107	60,661
• Westfield	38.7	.0153	33.1	13.8	15.6	21.2	25.9	13.9	322,426	65,780	36,778	42,701	6,132	82,205	11,854
Hampshire	**147.3**	**.0580**	**30.9**	**21.4**	**15.3**	**21.3**	**22.4**	**50.7**	**901,461**	**209,041**	**130,271**	**67,205**	**32,785**	**154,666**	**34,457**
• Northampton	29.5	.0116	34.2	16.8	17.1	22.9	25.6	11.3	347,544	59,474	54,839	32,347	12,291	85,597	13,474
SUBURBAN TOTAL	336.9	.1327	34.3	13.7	15.2	22.0	27.0	122.7	2,059,719	470,298	274,592	151,187	76,501	400,850	80,920



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Source: ABC Audit Report, 12/31/91
New England Newspaper Assn., Inc. Linage Report, 12/31/91

MASS. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
WORCESTER–FITCHBURG–LEOMINSTER	**723.0**	**.2850**	**33.4**	**10.8**	**17.3**	**21.3**	**26.0**	**265.2**	**5,518,201**	**1,010,929**	**609,849**	**602,257**	**268,246**	**1,313,690**	**226,561**
Worcester	723.0	.2850	33.4	10.8	17.3	21.3	26.0	265.2	5,518,201	1,010,929	609,849	602,257	268,246	1,313,690	226,561
• Fitchburg	41.9	.0165	31.8	13.7	17.2	17.3	27.2	15.6	424,225	118,519	35,210	82,373	13,375	77,193	16,976
• Leominster	38.9	.0153	33.3	10.1	19.7	20.7	25.9	15.1	356,550	64,942	43,348	38,047	27,199	81,912	10,138
• Worcester	172.9	.0682	32.3	14.4	17.9	17.2	27.9	65.1	1,696,278	243,515	194,509	148,171	101,417	530,568	70,153
SUBURBAN TOTAL	469.3	.1850	34.0	9.3	16.9	23.2	25.2	169.4	3,041,148	583,953	336,782	333,666	126,255	624,017	129,294
OTHER COUNTIES															
Barnstable	192.8	.0760	39.9	7.2	14.1	20.9	36.6	80.3	2,349,684	468,637	393,091	167,812	138,998	352,890	82,448
Barnstable	42.4	.0167	38.7	7.9	14.9	21.4	34.4	17.2	902,235	107,334	101,179	113,549	64,337	229,159	22,834
Dukes	12.2	.0048	37.4	5.7	15.8	26.9	28.2	5.2	166,311	40,853	31,277	4,551	5,991	8,748	3,702
Franklin	71.3	.0281	35.4	8.6	15.9	24.3	26.4	28.2	478,688	103,135	47,985	39,846	13,752	116,278	15,138
Nantucket	6.2	.0025	35.9	7.3	19.9	24.4	27.2	2.6	139,604	23,795	35,291	2,540	2,644	17,038	2,532
TOTAL METRO COUNTIES	**5,765.8**	**2.2733**	**33.8**	**11.6**	**17.7**	**21.6**	**26.3**	**2,140.2**	**48,955,698**	**9,541,682**	**6,265,997**	**5,016,821**	**2,177,699**	**9,980,739**	**1,945,027**
TOTAL STATE	**6,048.3**	**2.3847**	**34.0**	**11.5**	**17.6**	**21.6**	**26.7**	**2,256.5**	**52,089,985**	**10,178,102**	**6,773,641**	**5,231,570**	**2,339,084**	**10,475,713**	**2,048,847**

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOSTON-LAWRENCE-SALEM-							
LOWELL-BROCKTON	**70,275,180**	**42,278**	**11.8**	**19.0**	**18.7**	**46.5**	**1.7893**
Essex	11,832,470	40,222	12.9	19.2	19.0	37.8	.3079
• Gloucester	471,714	35,163	15.6	22.3	21.6	28.7	.0122
• Haverhill	815,968	39,064	14.0	19.8	20.9	34.8	.0219
• Lawrence	724,116	24,301	19.0	23.0	17.5	16.7	.0213
• Lynn	1,113,019	30,658	16.9	22.5	19.2	24.8	.0315
Peabody	815,426	41,596	11.9	20.2	21.5	38.0	.0251
• Salem	633,997	34,991	15.2	21.4	19.3	30.7	.0175
Middlesex	28,106,365	46,179	10.2	18.0	18.7	45.3	.6919
Arlington	948,258	46,057	11.0	16.2	20.1	44.7	.0209
• Cambridge	1,910,270	35,705	14.8	23.4	18.3	32.7	.0492
• Framingham	1,317,725	45,256	10.2	19.1	19.0	44.1	.0381
• Lowell	1,360,268	31,493	16.2	22.7	20.3	24.6	.0368
Malden	881,366	36,596	13.2	22.8	20.7	31.7	.0217
Medford	983,856	41,124	11.8	19.7	20.0	38.4	.0264
Newton	2,256,950	60,753	6.6	12.3	15.0	60.7	.0523
Somerville	1,192,093	35,126	14.4	24.2	21.7	28.6	.0300
• Waltham	992,503	40,956	10.7	22.5	21.8	37.5	.0267
Norfolk	12,649,741	47,969	9.7	17.1	18.6	47.5	.3191
Brookline	1,507,062	47,352	10.0	18.1	15.2	47.4	.0300
Quincy	1,502,747	37,694	12.8	22.4	21.7	32.5	.0383
Weymouth	983,167	43,813	11.1	19.2	21.8	41.0	.0260
Plymouth	7,322,537	43,326	11.3	18.8	20.3	41.0	.1996
• Brockton	1,303,412	34,195	14.9	21.9	20.1	28.7	.0408
Plymouth	743,120	42,257	12.5	19.2	21.9	38.9	.0198
Suffolk	10,364,067	31,690	15.9	22.4	17.9	27.3	.2708
• Boston	9,070,432	31,496	15.9	22.5	17.7	27.3	.2382
Revere	646,617	33,182	15.6	22.3	19.8	27.4	.0164
SUBURBAN TOTAL	50,561,756	47,377	9.9	17.2	18.9	46.7	1.2551
NEW BEDFORD-FALL RIVER-							
ATTLEBORO	**7,334,546**	**33,998**	**16.2**	**22.3**	**20.4**	**28.1**	**.2094**
Bristol	7,334,546	33,998	16.2	22.3	20.4	28.1	.2094
• Attleboro	604,440	39,167	14.1	20.6	22.6	33.4	.0180
• Fall River	1,091,378	24,774	21.7	25.3	18.6	14.3	.0325
• New Bedford	1,177,333	24,898	22.3	24.6	18.0	15.5	.0332
Taunton	726,067	34,479	15.3	23.2	22.1	27.1	.0184
SUBURBAN TOTAL	4,461,395	41,402	11.9	20.8	21.6	37.6	.1257
PITTSFIELD	**2,102,885**	**32,687**	**17.7**	**24.5**	**19.9**	**26.4**	**.0599**
Berkshire	2,102,885	32,687	17.7	24.5	19.9	26.4	.0599
• Pittsfield	755,588	32,319	17.7	24.4	19.1	26.6	.0227
SUBURBAN TOTAL	1,347,297	32,897	17.7	24.5	20.4	26.2	.0372
SPRINGFIELD	**8,822,142**	**33,948**	**16.0**	**23.1**	**21.0**	**27.4**	**.2417**
Hampden	6,640,422	33,284	16.3	23.1	21.0	26.4	.1859
Chicopee	811,874	31,184	17.7	25.8	21.8	21.8	.0217
• Holyoke	509,664	25,057	21.7	20.8	16.7	19.8	.0187
• Springfield	1,929,380	27,918	19.6	23.5	20.7	18.6	.0605
• Westfield	565,549	35,615	15.6	23.1	21.7	29.2	.0159
Hampshire	2,181,720	36,150	14.9	23.4	21.2	30.5	.0558
• Northampton	447,548	33,071	15.7	24.7	21.2	25.6	.0141
SUBURBAN TOTAL	5,370,001	37,686	13.6	22.9	21.8	32.5	.1325
WORCESTER-FITCHBURG-							
LEOMINSTER	**11,465,293**	**38,138**	**13.7**	**21.3**	**20.9**	**33.6**	**.3016**
Worcester	11,465,293	38,138	13.7	21.3	20.9	33.6	.3016
• Fitchburg	536,375	29,492	18.8	23.9	19.5	21.6	.0175
• Leominster	636,133	38,027	13.6	22.7	23.0	31.6	.0175
• Worcester	2,418,009	31,186	17.4	22.9	19.6	24.8	.0740
SUBURBAN TOTAL	7,874,776	41,653	11.9	20.3	21.4	38.2	.1926
OTHER COUNTIES							
Barnstable	3,237,650	34,055	16.5	25.2	20.2	28.3	.0973
Barnstable	745,310	35,507	15.4	25.0	19.9	30.8	.0282
Dukes	220,909	35,297	14.7	25.2	22.4	28.0	.0067
Franklin	1,030,072	32,324	17.3	26.2	22.0	23.4	.0273
Nantucket	122,301	41,931	13.8	18.7	20.9	39.0	.0044
TOTAL METRO COUNTIES	**100,000,046**	**39,682**	**13.0**	**20.1**	**19.5**	**36.8**	**2.6019**
TOTAL STATE	**104,610,978**	**39,341**	**13.2**	**20.3**	**19.6**	**36.3**	**2.7376**

Michigan

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANN ARBOR	**287.5**	**.1133**	**29.8**	**19.0**	**19.2**	**22.4**	**17.6**	**106.4**
Washtenaw	287.5	.1133	29.8	19.0	19.2	22.4	17.6	106.4
• Ann Arbor	111.3	.0439	27.9	26.6	20.1	20.0	15.8	42.3
SUBURBAN TOTAL	176.2	.0694	31.0	14.2	18.5	23.9	18.8	64.1
BATTLE CREEK	**137.1**	**.0540**	**34.3**	**9.4**	**15.0**	**21.3**	**27.5**	**52.4**
Calhoun	137.1	.0540	34.3	9.4	15.0	21.3	27.5	52.4
• Battle Creek	54.0	.0213	33.4	8.7	16.1	20.2	27.2	21.7
SUBURBAN TOTAL	83.1	.0327	34.9	9.9	14.0	22.1	27.9	30.7
BENTON HARBOR	**162.3**	**.0640**	**34.1**	**9.3**	**14.9**	**21.0**	**27.6**	**61.4**
Berrien	162.3	.0640	34.1	9.3	14.9	21.0	27.6	61.4
• Benton Harbor	12.9	.0051	22.9	11.2	13.4	15.5	17.8	4.3
SUBURBAN TOTAL	149.4	.0589	35.0	9.1	15.1	21.4	28.5	57.1
DETROIT	**4,402.0**	**1.7355**	**33.4**	**9.6**	**16.8**	**22.1**	**25.3**	**1,627.1**
Lapeer	76.7	.0303	32.0	9.3	15.6	24.2	21.2	25.3
Livingston	120.1	.0473	33.1	8.4	15.9	26.3	20.7	40.3
Macomb	724.6	.2857	34.3	9.8	17.3	21.9	26.8	268.2
Roseville	51.9	.0205	33.4	9.5	19.5	19.3	27.6	19.8
St. Clair Shores	68.8	.0271	39.4	7.9	15.9	19.7	36.6	27.5
Sterling Heights	119.0	.0469	33.4	10.8	15.7	25.7	21.8	41.3
Warren	146.3	.0577	36.3	10.1	17.1	18.6	33.1	55.2

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**2,404,889**	**368,836**	**279,210**	**348,908**	**137,743**	**492,088**	**86,111**
Washtenaw	2,404,889	368,836	279,210	348,908	137,743	492,088	86,111
• Ann Arbor	1,287,925	176,810	164,469	167,138	93,554	204,855	44,879
SUBURBAN TOTAL	1,116,964	192,026	114,741	181,770	44,189	287,233	41,232
BATTLE CREEK	**1,082,182**	**177,352**	**102,660**	**208,780**	**40,998**	**209,492**	**46,154**
Calhoun	1,082,182	177,352	102,660	208,780	40,998	209,492	46,154
• Battle Creek	479,865	57,979	36,415	99,982	21,392	108,249	20,178
SUBURBAN TOTAL	602,317	119,373	66,245	108,798	19,606	101,243	25,976
BENTON HARBOR	**1,148,486**	**199,685**	**132,845**	**152,975**	**24,295**	**223,332**	**53,618**
Berrien	1,148,486	199,685	132,845	152,975	24,295	223,332	53,618
• Benton Harbor	268,090	13,240	18,282	69,495	2,345	58,431	5,653
SUBURBAN TOTAL	880,396	186,445	114,563	83,480	21,950	164,901	47,965
DETROIT	**33,063,279**	**5,150,076**	**3,343,136**	**4,649,440**	**1,829,698**	**7,489,445**	**1,559,033**
Lapeer	452,802	86,780	25,045	33,332	13,254	123,647	20,280
Livingston	551,313	86,605	55,746	102,895	17,484	121,116	21,254
Macomb	6,755,190	1,027,952	695,933	1,054,924	429,543	1,585,173	280,131
Roseville	752,816	87,066	61,162	233,751	25,058	116,140	19,183
St. Clair Shores	503,869	111,406	63,471	34,196	35,611	108,402	31,628
Sterling Heights	1,345,653	128,551	99,353	394,981	45,592	334,986	31,067
Warren	1,516,173	272,264	182,389	146,720	123,167	527,791	79,190

MICH. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Monroe	134.8	.0531	32.5	9.4	15.7	22.4	23.7	46.9	627,795	148,689	66,091	47,434	16,724	151,406	26,962
Oakland	1,109.2	.4373	34.2	8.9	17.7	24.2	24.4	420.8	11,051,585	1,454,985	1,008,855	1,572,574	760,526	2,636,510	437,874
Farmington Hills	76.5	.0302	35.5	8.2	18.1	24.7	26.3	30.0	677,433	53,516	78,210	30,713	45,964	276,279	26,339
● Pontiac	72.8	.0287	28.7	12.4	18.4	19.3	19.1	25.3	489,044	68,467	49,678	74,263	44,278	128,391	15,378
Rochester Hills	63.2	.0249	34.5	8.0	16.3	27.7	21.5	22.9	330,726	6,688	16,255	66,972	4,038	155,578	6,752
Royal Oak	66.9	.0264	35.0	7.5	21.6	21.5	28.5	29.0	620,194	87,157	45,824	58,597	73,736	171,529	9,193
Southfield	77.6	.0306	37.4	8.7	17.0	22.9	31.2	33.0	1,637,952	177,875	149,119	230,714	122,666	434,617	51,823
Troy	74.6	.0294	35.2	8.2	14.7	28.4	22.1	26.9	1,434,851	102,770	105,166	299,806	80,976	428,493	34,237
St. Clair	140.7	.0586	33.2	9.3	15.5	21.8	25.5	54.0	947,099	183,475	79,667	93,373	38,761	169,074	46,704
● Port Huron	34.4	.0136	31.5	10.5	17.0	18.4	25.6	13.4	459,051	91,175	41,068	46,578	27,747	86,977	21,280
Wayne	2,087.9	.8232	32.7	10.0	16.5	20.7	25.5	771.6	12,777,495	2,166,590	1,411,799	1,744,908	553,406	2,702,517	731,818
● Dearborn	88.3	.0348	36.0	8.5	16.7	19.8	31.7	35.0	1,398,369	144,989	119,392	271,277	78,373	309,672	67,377
Dearborn Heights	60.1	.0237	37.9	8.8	16.6	19.0	34.7	23.2	307,388	91,836	57,815	3,652	15,435	11,613	39,800
● Detroit	1,016.4	.4007	31.0	10.8	16.1	19.7	23.8	369.8	3,502,339	787,715	532,079	149,063	81,569	719,380	198,800
Lincoln Park	41.4	.0163	34.0	9.1	18.3	20.0	28.2	16.1	343,719	78,008	28,439	78,596	8,044	29,302	30,939
Livonia	99.7	.0393	36.8	8.2	15.6	22.6	30.3	35.5	1,282,647	194,662	113,501	226,686	118,278	178,251	66,911
Taylor	70.1	.0276	30.9	11.2	17.9	20.9	21.9	24.6	760,379	80,786	59,868	272,034	15,191	156,861	27,985
Westland	83.8	.0330	32.4	11.0	20.4	20.2	24.5	32.7	734,570	144,180	59,784	143,341	36,654	106,119	45,847
SUBURBAN TOTAL	3,190.1	1.2577	34.2	9.2	17.0	23.0	25.6	1,183.6	27,214,476	4,057,730	2,600,919	4,108,259	1,597,731	6,245,023	1,256,188
DETROIT–ANN ARBOR CONSOLIDATED AREA	*4,689.5*	*1.8489*	*33.1*	*10.2*	*16.9*	*22.1*	*24.7*	*1,733.5*	*35,468,168*	*5,518,912*	*3,622,516*	*4,998,348*	*1,967,441*	*7,981,531*	*1,845,134*
FLINT	**428.4**	**.1689**	**32.3**	**9.9**	**16.3**	**21.7**	**23.8**	**160.8**	**3,365,172**	**548,745**	**280,349**	**559,921**	**172,311**	**780,713**	**139,079**
Genesee	428.4	.1689	32.3	9.9	16.3	21.7	23.8	160.8	3,365,172	548,745	280,349	559,921	172,311	780,713	139,079
● Flint	140.1	.0552	30.0	10.9	17.0	18.9	22.5	53.7	1,410,221	259,737	142,297	249,065	116,198	198,957	61,248
SUBURBAN TOTAL	288.3	.1137	33.5	9.4	16.1	23.1	24.4	107.1	1,954,951	289,008	138,052	310,856	56,113	581,756	77,831
GRAND RAPIDS	**707.6**	**.2790**	**30.9**	**10.7**	**17.6**	**20.9**	**22.0**	**251.5**	**5,603,170**	**757,921**	**490,839**	**1,028,806**	**322,668**	**1,263,104**	**149,386**
Kent	512.6	.2022	31.1	10.5	18.2	20.6	22.2	186.3	4,398,157	597,543	386,233	777,510	256,980	993,416	121,139
● Grand Rapids	193.7	.0764	30.2	12.3	18.8	17.7	23.3	70.7	1,532,387	219,623	160,867	187,993	127,242	325,416	52,691
Wyoming	65.4	.0258	30.3	10.9	20.8	19.1	21.2	24.8	698,167	66,114	78,213	137,904	33,892	136,812	15,466
Ottawa	195.0	.0768	30.6	11.3	16.4	21.4	21.3	65.2	1,205,013	160,378	104,606	251,296	65,688	269,688	28,247
● Holland	31.9	.0126	29.7	15.2	16.3	17.3	24.0	11.0	478,502	51,861	45,899	60,488	33,898	137,025	16,109
SUBURBAN TOTAL	482.0	.1900	31.3	9.7	17.4	22.3	21.3	169.8	3,592,281	486,437	284,073	780,325	161,528	800,663	80,586
JACKSON	**152.1**	**.0600**	**33.8**	**9.2**	**17.0**	**22.2**	**25.7**	**54.5**	**1,021,984**	**156,932**	**87,373**	**258,440**	**39,378**	**175,264**	**43,830**
Jackson	152.1	.0600	33.8	9.2	17.0	22.2	25.7	54.5	1,021,984	156,932	87,373	258,440	39,378	175,264	43,830
● Jackson	38.0	.0150	31.2	10.7	17.4	17.8	25.5	15.0	402,603	54,488	45,693	55,038	26,904	82,026	18,655
SUBURBAN TOTAL	114.1	.0450	34.7	8.7	16.7	23.6	25.9	39.5	619,381	102,444	41,680	203,402	12,474	93,238	25,175
KALAMAZOO	**226.1**	**.0891**	**31.4**	**14.9**	**16.4**	**21.4**	**22.7**	**84.6**	**1,799,240**	**211,308**	**184,597**	**381,128**	**110,799**	**323,467**	**56,917**
Kalamazoo	226.1	.0891	31.4	14.9	16.4	21.4	22.7	84.6	1,799,240	211,308	184,597	381,128	110,799	323,467	56,917
● Kalamazoo	81.5	.0321	27.2	23.8	17.1	16.6	20.1	29.8	686,398	83,331	89,609	33,286	37,000	193,140	26,289
Portage	41.5	.0164	33.4	8.9	16.5	25.1	22.3	15.6	558,053	49,538	45,152	203,439	56,069	21,915	20,535
SUBURBAN TOTAL	144.8	.0570	33.9	9.9	16.0	24.1	24.1	54.8	1,112,842	127,977	94,988	347,842	73,799	130,327	30,628
LANSING–EAST LANSING	**437.4**	**.1725**	**30.2**	**15.5**	**16.7**	**21.8**	**20.1**	**158.7**	**3,343,034**	**442,714**	**322,405**	**675,844**	**218,285**	**665,257**	**90,883**
Clinton	59.0	.0232	32.7	9.0	15.8	23.8	22.5	20.7	277,372	62,538	18,362	6,334	6,514	71,818	6,888
Eaton	94.9	.0375	33.2	9.4	15.7	24.5	22.7	34.8	762,073	118,590	68,604	160,603	35,524	137,377	31,338
Ingham	283.5	.1118	28.8	18.8	17.3	20.5	18.7	103.2	2,303,589	261,586	235,439	508,907	176,247	456,062	52,657
● East Lansing	51.0	.0201	22.9	55.9	12.4	11.4	9.5	13.5	263,258	20,014	34,230	81,934	14,483	36,354	3,644
● Lansing	128.1	.0505	30.1	11.8	20.1	20.1	20.1	50.9	1,219,920	134,259	118,703	227,647	131,635	308,343	29,532
SUBURBAN TOTAL	258.3	.1019	33.1	9.3	15.8	24.7	22.3	94.3	1,859,856	288,441	169,472	366,263	72,167	320,560	57,707
MUSKEGON	**161.4**	**.0636**	**33.0**	**9.0**	**15.8**	**20.7**	**26.2**	**58.6**	**974,238**	**154,233**	**109,350**	**200,290**	**42,355**	**222,478**	**50,881**
Muskegon	161.4	.0636	33.0	9.0	15.8	20.7	26.2	58.6	974,238	154,233	109,350	200,290	42,355	222,478	50,881
● Muskegon	40.9	.0161	31.3	11.6	18.5	18.2	25.0	15.0	328,271	36,660	37,862	48,036	13,476	97,630	21,897
SUBURBAN TOTAL	120.5	.0475	33.8	8.1	15.0	21.6	26.5	43.6	645,967	117,573	71,488	152,254	28,879	124,848	28,984
SAGINAW–BAY CITY–MIDLAND	**398.8**	**.1573**	**33.4**	**9.5**	**15.3**	**21.9**	**25.7**	**148.5**	**2,967,082**	**452,608**	**297,567**	**523,035**	**158,968**	**664,731**	**108,428**
Bay	111.1	.0438	34.4	9.2	15.4	21.8	27.2	42.1	823,262	109,090	75,649	163,463	28,383	213,980	23,465
● Bay City	38.7	.0153	33.3	9.6	16.8	19.5	27.6	15.5	336,367	49,228	33,481	35,499	12,495	104,034	13,605
Midland	77.0	.0304	32.8	9.9	16.2	22.9	23.5	28.4	369,244	71,596	45,784	29,652	13,067	76,928	24,463
● Midland	38.8	.0153	33.6	10.9	16.2	22.5	25.2	15.1	311,972	58,961	38,359	25,376	12,273	65,870	20,937
Saginaw	210.7	.0831	33.1	9.6	15.1	21.6	25.5	78.0	1,774,576	271,922	176,134	329,920	117,518	373,823	60,500
● Saginaw	69.1	.0272	29.8	9.9	16.1	18.5	23.2	26.1	392,403	86,769	38,984	21,403	17,679	103,565	22,314
SUBURBAN TOTAL	252.2	.0995	34.5	9.2	14.6	23.2	26.1	91.8	1,926,340	257,650	186,743	440,757	116,521	391,262	51,572
OTHER COUNTIES															
Alcona	10.2	.0040	44.9	6.1	11.0	17.7	44.1	4.3	43,152	11,434	3,831	2,237	404	10,536	1,940
Alger	9.1	.0036	37.4	7.6	13.6	21.3	32.3	3.3	32,491	18,646	4,469	120	449	91	406
Allegan	93.1	.0367	32.1	8.5	16.4	21.5	23.7	32.7	496,284	136,405	38,337	9,749	12,592	133,384	22,101
Alpena	30.6	.0121	35.9	7.5	14.7	20.4	30.9	11.8	225,125	49,837	16,098	25,405	11,107	31,651	12,165
Antrim	18.6	.0073	37.3	7.0	13.8	19.6	33.7	7.2	81,077	28,665	8,064	743	1,636	3,556	4,846
Arenac	15.5	.0061	36.3	7.5	14.0	19.1	32.5	5.7	95,471	24,789	10,795	2,312	2,235	19,715	1,986
Baraga	8.0	.0032	37.3	8.1	12.2	20.5	32.8	3.1	37,268	16,872	2,676	1,642	564	5,113	2,287
Barry	51.3	.0202	34.2	7.9	15.2	22.7	26.1	18.2	188,081	51,514	15,925	15,760	3,550	36,815	10,154
Benzie	12.4	.0049	38.1	7.1	14.1	20.9	33.6	4.9	61,483	19,219	6,777	1,234	2,879	7,078	2,493
Branch	43.0	.0170	33.8	8.2	15.7	20.7	27.4	15.1	183,621	33,411	14,962	18,997	7,598	44,250	8,072
Cass	50.0	.0197	34.9	8.5	14.5	22.0	27.8	18.5	159,266	38,679	12,248	7,462	2,750	58,737	5,147
Charlevoix	22.2	.0088	35.1	7.6	15.2	21.4	28.7	8.5	135,809	49,534	17,438	2,608	3,813	17,898	5,124

MICH. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Cheboygan	21.7	.0085	37.6	7.1	12.9	20.2	33.5	8.3	170,679	36,529	22,382	11,558	4,405	28,842	4,623
Chippewa	35.3	.0140	32.5	13.2	17.7	20.1	25.4	11.8	224,365	67,179	19,316	24,430	6,023	26,916	12,593
Clare	25.6	.0101	36.8	7.8	13.5	18.0	34.3	10.0	167,006	45,964	13,017	11,123	2,202	29,132	7,522
Crawford	12.8	.0051	35.2	8.0	15.5	19.6	30.7	4.6	76,866	10,752	10,453	13,759	1,059	14,234	4,495
Delta	37.6	.0148	35.7	7.9	14.0	20.9	30.0	14.5	281,431	87,873	25,530	26,401	10,013	49,961	4,846
Dickinson	27.0	.0106	36.8	6.8	14.4	20.5	32.3	10.8	207,046	50,068	17,572	31,066	13,482	41,068	7,900
Emmet	25.7	.0101	35.0	7.6	15.6	22.6	27.3	9.8	285,099	63,858	27,829	21,500	18,25[illegible]	47,661	7,689
Gladwin	22.4	.0088	37.5	7.6	12.9	18.3	34.8	8.5	101,428	35,301	8,615	3,631	803	25,300	3,683
Gogebic	17.7	.0070	40.9	8.0	11.9	18.2	39.4	7.4	106,899	20,201	8,272	17,329	2,573	23,500	3,360
Grand Traverse	66.8	.0263	33.5	8.7	16.4	23.3	24.3	25.0	789,029	120,366	68,088	139,105	42,844	159,281	15,009
Gratiot	39.6	.0157	33.2	10.8	14.6	20.5	26.8	13.7	180,437	40,497	19,539	18,135	3,236	42,707	8,869
Hillsdale	44.0	.0173	33.0	10.0	14.5	20.2	26.9	15.9	214,614	77,184	13,965	6,453	7,453	41,235	9,414
Houghton	35.4	.0140	32.4	18.4	11.9	16.9	30.0	13.2	203,492	43,063	18,085	21,847	7,707	42,444	8,621
Huron	34.9	.0137	36.4	7.6	13.6	18.8	33.1	13.2	223,742	53,748	17,628	17,754	5,101	48,654	9,298
Ionia	58.8	.0232	30.3	12.6	17.0	20.6	21.4	18.8	250,220	70,341	14,704	39,912	5,973	44,628	8,352
Iosco	30.6	.0120	33.1	10.2	16.3	17.2	29.7	11.7	189,271	50,542	17,901	29,041	6,391	27,242	13,469
Iron	13.1	.0052	44.0	5.0	11.0	18.3	43.5	5.6	71,111	17,442	6,777	3,649	1,974	14,582	3,937
Isabella	55.3	.0218	24.8	27.5	13.9	16.9	18.3	17.8	350,275	65,368	49,433	19,563	11,210	64,058	14,979
Kalkaska	14.0	.0055	33.4	7.6	15.3	19.9	27.7	5.1	84,690	15,728	8,280		723	34,569	3,185
Keweenaw	1.7	.0006	46.7	4.2	9.8	18.9	47.0	.8	7,066	1,857	1,842		408	183	
Lake	8.9	.0035	41.2	6.1	11.4	17.0	40.3	3.7	33,028	10,506	3,828	587	143	3,674	2,691
Leelanau	17.0	.0067	37.0	6.3	14.0	23.5	30.1	6.4	73,761	24,855	13,342	165	986	438	1,578
Lenawee	93.6	.0369	32.9	9.9	14.8	21.9	25.0	32.0	541,058	107,871	48,880	93,725	16,895	127,624	23,497
Luce	5.7	.0023	37.7	6.2	12.5	20.0	33.9	2.1	40,634	14,167	2,258	1,723	785	7,130	1,664
Mackinac	10.8	.0042	37.6	6.7	13.5	19.8	33.9	4.4	80,800	23,494	13,559	675	1,372	5,629	2,365
Manistee	21.2	.0084	38.8	6.7	13.6	20.8	34.7	8.6	139,226	36,951	11,694	9,997	3,430	23,146	6,328
Marquette	70.9	.0279	31.1	13.7	16.5	21.1	22.5	25.5	473,722	97,421	48,760	65,983	28,747	101,677	15,697
Mason	25.5	.0101	36.8	7.5	13.5	20.6	32.0	10.0	161,561	37,704	15,864	10,809	5,032	21,275	12,645
Mecosta	37.5	.0148	26.3	26.1	12.0	16.5	23.0	12.4	218,916	51,012	19,692	14,663	7,029	40,509	9,735
Menominee	24.9	.0098	36.3	7.2	14.3	20.7	31.3	9.8	119,560	43,142	13,057	12,127	1,394	9,730	4,339
Missaukee	12.5	.0049	33.8	7.2	14.7	18.9	29.4	4.5	56,065	11,467	3,447	6,137	1,219	22,291	1,130
Montcalm	54.7	.0216	32.5	9.0	16.2	20.5	25.5	19.1	306,980	69,139	19,506	60,044	10,041	60,357	9,419
Montmorency	9.1	.0036	42.5	5.8	11.0	17.7	41.8	3.6	38,220	16,373	4,763	424	1,426	426	2,480
Newaygo	39.4	.0156	33.7	7.5	14.8	20.0	28.0	14.2	171,143	45,659	10,843	11,904	3,190	31,616	10,569
Oceana	22.9	.0090	34.0	7.4	14.4	20.4	28.1	8.2	101,502	41,432	7,925	1,408	566	13,229	2,507
Ogemaw	19.3	.0076	37.6	6.9	13.1	18.3	35.1	7.4	107,779	21,970	11,304	12,423	1,911	14,504	4,498
Ontonagon	8.8	.0035	40.5	6.0	12.3	20.8	37.0	3.6	53,131	11,368	4,249	970	602	18,186	1,774
Osceola	20.5	.0081	33.9	8.0	13.7	19.5	29.0	7.5	78,930	29,655	6,074	709	588	14,364	4,609
Oscoda	8.1	.0032	40.7	6.4	13.0	16.9	39.6	3.3	33,958	13,847	2,810	219	43	916	1,364
Otsego	18.7	.0074	34.0	7.8	15.0	20.9	27.6	6.8	150,894	13,091	15,363	17,166	4,452	38,229	8,315
Presque Isle	13.8	.0055	39.3	6.6	12.2	18.7	37.0	5.4	72,845	24,187	4,616	2,922	3,629	16,629	3,345
Roscommon	20.7	.0081	45.2	5.8	11.4	16.4	45.1	8.9	164,546	47,968	19,284	11,050	4,391	27,028	8,257
St. Joseph	59.9	.0237	33.2	8.5	15.2	20.9	26.4	22.0	305,709	77,153	25,995	30,331	9,866	57,801	11,036
Sanilac	40.3	.0158	34.5	7.7	14.5	19.5	29.8	14.8	210,890	56,033	12,319	9,972	7,445	48,970	11,494
Schoolcraft	8.3	.0033	38.2	6.5	13.4	19.4	35.1	3.3	51,149	14,824	4,070	750	808	8,320	4,334
Shiawassee	70.4	.0278	32.8	9.2	15.4	22.5	24.2	25.1	401,001	102,397	31,392	33,022	14,068	96,790	16,344
Tuscola	55.7	.0219	33.4	8.7	15.1	22.3	25.3	19.6	232,415	80,930	15,975	12,179	4,446	54,033	15,541
Van Buren	71.6	.0283	33.6	8.0	14.8	21.8	26.1	26.0	365,871	102,133	25,423	18,677	6,664	92,979	11,595
Wexford	26.8	.0106	33.6	8.1	15.2	20.0	27.9	10.1	249,056	59,963	16,538	15,164	13,034	50,329	10,816
TOTAL METRO COUNTIES	7,500.7	2.9572	32.7	10.5	16.7	21.9	24.3	2,764.5	56,772,756	8,620,410	5,630,331	8,987,567	3,097,498	12,509,369	2,384,310
TOTAL STATE	9,382.2	3.6992	32.9	10.4	16.4	21.6	25.0	3,452.6	67,760,980	11,360,029	6,614,209	9,988,017	3,453,911	14,692,619	2,832,441

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANN ARBOR	**4,842,662**	**37,643**	**14.2**	**22.3**	**19.1**	**34.5**	**.1272**
Washtenaw	4,842,662	37,643	14.2	22.3	19.1	34.5	.1272
• Ann Arbor	1,926,342	34,651	15.9	22.9	16.4	33.1	.0558
SUBURBAN TOTAL	2,916,320	39,310	13.2	21.9	20.7	35.5	.0714
BATTLE CREEK	**1,803,234**	**29,351**	**19.3**	**26.3**	**19.2**	**21.2**	**.0527**
Calhoun	1,803,234	29,351	19.3	26.3	19.2	21.2	.0527
• Battle Creek	722,827	26,854	21.0	24.8	16.9	20.0	.0219
SUBURBAN TOTAL	1,080,407	30,959	18.0	27.3	20.9	22.1	.0308
BENTON HARBOR	**2,142,207**	**29,671**	**18.8**	**26.1**	**20.4**	**20.6**	**.0605**
Berrien	2,142,207	29,671	18.8	26.1	20.4	20.6	.0605
• Benton Harbor	76,033	11,320	27.0	16.6	7.3	3.8	.0065
SUBURBAN TOTAL	2,066,174	31,132	18.1	27.0	21.4	21.8	.0540
DETROIT	**69,088,249**	**36,150**	**14.2**	**21.3**	**19.7**	**31.9**	**1.8182**
Lapeer	1,044,157	37,594	14.6	22.4	22.6	31.5	.0275
Livingston	2,070,225	47,186	8.8	18.7	21.6	46.0	.0461
Macomb	11,637,833	39,838	12.8	22.5	22.8	34.5	.3245
Roseville	707,791	33,303	16.5	27.0	24.3	22.6	.0260
St. Clair Shores	1,142,323	37,951	13.7	24.5	23.7	31.2	.0291
Sterling Heights	2,003,133	47,026	9.0	18.2	22.4	45.3	.0584
Warren	2,221,634	36,992	14.3	24.4	22.5	30.5	.0663
Monroe	1,849,465	36,104	14.9	23.3	22.3	29.4	.0459
Oakland	23,410,841	46,139	10.0	18.7	19.7	45.0	.5835
Farmington Hills	1,923,300	54,014	7.0	15.7	18.0	54.8	.0430
• Pontiac	759,405	24,553	20.5	22.9	17.9	16.6	.0240
Rochester Hills	1,453,417	57,264	6.5	13.6	16.0	59.8	.0299
Royal Oak	1,250,509	39,425	12.0	24.1	23.4	33.8	.0323
Southfield	1,659,603	43,275	10.7	20.1	20.7	41.2	.0554
Troy	1,721,304	57,222	6.3	13.0	17.1	59.2	.0526
St. Clair	2,020,820	32,650	16.3	25.2	20.5	25.6	.0528
• Port Huron	398,704	23,680	21.2	26.1	16.2	15.0	.0156
Wayne	27,054,908	29,239	17.1	22.1	18.1	23.8	.7379
• Dearborn	1,466,605	35,723	15.4	22.9	20.1	30.9	.0497
Dearborn Heights	985,698	37,809	14.3	23.9	22.0	32.4	.0230
• Detroit	9,772,335	20,039	21.2	21.6	14.6	13.9	.2689
Lincoln Park	557,028	31,525	17.6	27.7	22.6	21.1	.0164
Livonia	1,856,402	49,114	8.0	17.3	21.4	48.7	.0539
Taylor	909,388	33,984	14.4	25.4	22.8	25.5	.0302
Westland	1,266,962	35,909	13.7	26.2	23.6	27.9	.0357
SUBURBAN TOTAL	56,691,200	41,521	11.7	21.2	21.3	38.2	1.4600
DETROIT-ANN ARBOR CONSOLIDATED AREA	***73,930,911***	***36,239***	***14.3***	***21.4***	***19.5***	***32.1***	***1.9454***
FLINT	**6,062,024**	**33,339**	**16.5**	**21.0**	**20.0**	**27.8**	**.1705**
Genesee	6,062,024	33,339	16.5	21.0	20.0	27.8	.1705
• Flint	1,548,117	22,450	21.2	19.7	16.9	17.0	.0550
SUBURBAN TOTAL	4,513,907	38,241	14.3	21.7	21.4	33.2	.1155
GRAND RAPIDS	**10,384,777**	**35,647**	**14.5**	**25.8**	**23.5**	**27.5**	**.2873**
Kent	7,552,634	34,626	15.2	26.1	22.6	26.7	.2141
• Grand Rapids	2,419,425	28,921	18.9	27.8	20.0	19.1	.0730
Wyoming	901,282	33,310	15.4	30.4	24.8	21.7	.0287
Ottawa	2,832,143	38,327	12.3	24.9	26.2	29.9	.0732
• Holland	432,333	32,377	15.9	27.5	22.4	22.9	.0162
SUBURBAN TOTAL	7,533,019	38,678	12.5	24.8	25.2	31.3	.1981
JACKSON	**1,984,378**	**31,402**	**17.7**	**26.1**	**20.9**	**23.0**	**.0554**
Jackson	1,984,378	31,402	17.7	26.1	20.9	23.0	.0554
• Jackson	418,950	23,121	22.0	27.0	16.2	13.2	.0153
SUBURBAN TOTAL	1,565,428	34,697	16.1	25.7	22.7	26.8	.0401
KALAMAZOO	**3,337,873**	**33,068**	**16.8**	**24.1**	**20.1**	**26.8**	**.0923**
Kalamazoo	3,337,873	33,068	16.8	24.1	20.1	26.8	.0923
• Kalamazoo	994,873	25,085	21.6	23.8	16.8	17.7	.0311
Portage	726,664	41,076	11.8	23.5	22.4	36.6	.0222
SUBURBAN TOTAL	2,343,000	37,427	14.1	24.3	21.9	31.8	.0612
LANSING-EAST LANSING	**6,311,687**	**34,233**	**15.3**	**24.8**	**20.9**	**27.8**	**.1743**
Clinton	838,436	37,243	13.8	25.2	23.9	30.0	.0205
Eaton	1,544,830	40,117	11.7	23.2	22.7	35.4	.0408
Ingham	3,928,421	31,622	16.9	25.2	19.7	24.8	.1130
• East Lansing	573,507	25,937	20.6	22.6	12.9	24.5	.0161
• Lansing	1,601,314	27,970	19.0	27.3	20.2	17.4	.0517
SUBURBAN TOTAL	4,136,866	39,069	12.6	23.5	22.6	33.9	.1065
MUSKEGON	**1,917,630**	**27,847**	**19.8**	**27.7**	**19.8**	**17.6**	**.0544**
Muskegon	1,917,630	27,847	19.8	27.7	19.8	17.6	.0544
• Muskegon	393,555	20,928	24.5	27.5	15.6	8.8	.0139
SUBURBAN TOTAL	1,524,075	30,403	18.3	27.7	21.2	20.7	.0405

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SAGINAW-BAY CITY-MIDLAND	**5,239,263**	**30,244**	**18.2**	**23.5**	**19.8**	**23.0**	**.1507**
Bay	1,422,780	29,080	19.4	24.3	20.2	20.6	.0414
• Bay City	431,768	22,740	23.5	24.9	16.9	13.1	.0144
Midland	1,180,788	34,806	15.9	23.3	19.8	29.9	.0281
• Midland	721,448	39,515	14.3	19.6	18.8	37.0	.0179
Saginaw	2,635,695	29,201	18.3	23.3	19.5	21.8	.0812
• Saginaw	640,364	19,145	22.9	22.4	14.8	11.1	.0205
SUBURBAN TOTAL	3,445,683	33,526	16.5	24.4	21.8	25.8	.0979
OTHER COUNTIES							
Alcona	107,985	21,045	29.8	29.7	14.5	8.4	.0029
Alger	95,015	24,870	23.8	29.3	20.0	10.9	.0025
Allegan	1,202,463	32,448	16.0	28.4	23.6	21.6	.0317
Alpena	345,322	24,279	23.9	27.5	17.5	13.8	.0108
Antrim	208,671	24,148	25.4	30.4	17.8	12.2	.0057
Arenac	156,509	21,923	25.2	27.1	14.7	12.5	.0048
Baraga	75,463	20,730	25.6	29.5	14.2	8.0	.0022
Barry	658,700	32,485	17.4	27.8	22.8	22.5	.0160
Benzie	145,300	24,852	25.3	31.6	16.8	13.1	.0039
Branch	483,871	27,395	20.1	30.0	19.2	16.3	.0130
Cass	628,509	29,627	18.6	29.1	21.3	18.3	.0152
Charlevoix	268,040	26,706	22.5	30.3	19.6	14.5	.0076
Cheboygan	231,852	24,285	25.0	31.0	17.8	10.9	.0076
Chippewa	361,413	24,177	24.0	30.1	17.4	11.9	.0113
Clare	256,359	19,806	29.1	25.0	13.7	10.7	.0082
Crawford	126,253	23,164	25.6	32.9	15.6	10.0	.0040
Delta	425,843	24,613	22.8	27.4	18.0	13.9	.0132
Dickinson	357,408	27,317	21.0	27.4	19.5	17.4	.0104
Emmet	342,850	28,610	20.5	29.9	19.7	18.3	.0113
Gladwin	222,465	20,736	27.2	25.6	14.7	11.1	.0064
Gogebic	182,610	19,623	29.7	27.9	12.9	8.1	.0056
Grand Traverse	934,370	31,649	17.1	30.4	20.6	22.7	.0308
Gratiot	437,606	26,701	22.0	27.8	19.5	16.5	.0119
Hillsdale	519,845	28,250	20.5	28.9	20.6	16.6	.0141
Houghton	346,204	19,820	28.2	25.9	13.4	10.3	.0107
Huron	358,364	23,136	24.0	30.1	16.1	10.9	.0112
Ionia	665,980	31,131	17.3	27.2	22.2	20.8	.0177
Iosco	317,963	22,718	27.6	32.5	14.9	9.7	.0098
Iron	131,538	19,085	30.3	26.8	14.1	6.6	.0040
Isabella	600,954	26,089	21.9	26.1	17.0	18.7	.0181
Kalkaska	141,965	24,432	23.6	33.3	16.7	10.9	.0044
Keweenaw	17,782	17,067	30.9	24.2	11.3	6.9	.0005
Lake	79,245	16,670	29.6	23.9	10.6	6.8	.0024
Leelanau	235,024	31,191	17.5	28.6	20.8	22.8	.0057
Lenawee	1,198,639	32,682	16.4	26.2	22.6	23.5	.0324
Luce	56,488	23,012	26.4	31.1	16.3	9.5	.0020
Mackinac	120,171	22,548	27.5	30.2	14.6	11.2	.0037
Manistee	231,913	22,328	25.2	26.2	16.2	12.1	.0072
Marquette	843,015	27,783	20.9	27.7	20.3	17.1	.0246
Mason	288,963	23,702	24.7	28.8	17.4	12.3	.0086
Mecosta	363,107	22,520	25.0	26.6	15.7	12.9	.0114
Menominee	277,591	24,079	24.2	29.7	16.7	12.4	.0076
Missaukee	121,869	23,259	25.6	31.0	16.2	10.3	.0034
Montcalm	563,209	25,358	22.9	29.8	18.5	13.3	.0168
Montmorency	93,971	21,578	28.2	30.6	14.5	8.9	.0027
Newaygo	435,418	26,295	21.7	29.0	18.7	15.3	.0118
Oceana	228,672	24,251	23.4	29.6	17.5	11.9	.0064
Ogemaw	189,050	20,467	28.3	28.1	14.2	8.8	.0059
Ontonagon	105,808	24,411	24.5	27.6	18.1	12.8	.0030
Osceola	195,691	22,239	25.9	29.6	16.2	8.9	.0055
Oscoda	78,125	19,837	29.6	28.9	14.2	6.4	.0024
Otsego	221,311	28,314	20.7	30.1	21.4	15.8	.0068
Presque Isle	140,067	22,542	25.2	30.0	15.7	9.9	.0042
Roscommon	208,364	18,798	32.0	26.7	11.2	8.3	.0071
St. Joseph	745,747	29,410	19.2	28.7	21.2	18.5	.0197
Sanilac	429,875	24,686	23.1	30.3	17.7	12.8	.0125
Schoolcraft	84,318	21,472	26.6	28.1	15.6	9.8	.0025
Shiawassee	873,063	31,336	18.9	26.7	22.7	20.7	.0239
Tuscola	668,437	29,554	19.1	27.0	20.9	20.3	.0176
Van Buren	842,539	27,636	20.4	28.0	19.7	17.1	.0229
Wexford	298,635	24,481	24.6	28.5	17.7	13.0	.0103
TOTAL METRO COUNTIES	**113,113,984**	**34,809**	**15.2**	**22.5**	**20.1**	**29.6**	**3.0435**
TOTAL STATE	**134,487,981**	**32,839**	**16.5**	**23.8**	**19.9**	**26.8**	**3.6620**

Minnesota

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
DULUTH	237.1	.0935	36.1	9.6	13.9	21.3	30.5	94.5	1,786,197	358,625	154,514	263,355	57,097	348,439	58,922
St. Louis	195.1	.0769	36.3	9.7	13.8	21.3	30.7	77.9	1,499,982	306,530	121,266	227,042	52,765	288,094	48,421
• Duluth	84.2	.0332	34.5	13.3	14.4	20.0	29.3	34.1	825,622	152,942	76,562	172,025	35,597	128,079	31,994
Douglas, Wisc.	*42.0*	*.0166*	*35.3*	*9.2*	*14.5*	*21.1*	*29.5*	*16.6*	*286,215*	*52,095*	*33,248*	*36,313*	*4,332*	*60,345*	*10,501*
• Superior	*27.3*	*.0108*	*34.7*	*10.6*	*15.0*	*19.7*	*29.7*	*11.1*	*254,350*	*46,339*	*27,158*	*36,276*	*3,508*	*56,932*	*10,490*
SUBURBAN TOTAL	125.6	.0495	37.4	6.9	13.4	22.5	31.4	49.3	706,225	159,344	50,794	55,054	17,992	163,428	16,438
FARGO-MOORHEAD	156.0	.0616	30.1	16.2	16.9	20.1	21.6	58.9	1,387,563	235,179	132,799	215,679	55,185	302,281	36,208
Clay	50.7	.0200	29.2	18.9	13.7	18.3	23.7	17.5	314,123	61,620	27,384	30,218	28,919	44,389	14,940
• Moorhead	32.4	.0128	26.2	25.6	13.9	16.2	21.6	11.1	245,671	53,556	19,723	24,099	25,807	37,815	13,817
Cass, N. D.	*105.3*	*.0416*	*30.4*	*14.9*	*18.5*	*21.0*	*20.5*	*41.4*	*1,073,440*	*173,559*	*105,415*	*185,461*	*26,266*	*257,892*	*21,268*
• Fargo	*75.9*	*.0299*	*29.9*	*17.8*	*19.4*	*19.7*	*20.5*	*31.0*	*1,009,000*	*156,879*	*96,960*	*184,457*	*25,684*	*253,997*	*19,571*
SUBURBAN TOTAL	47.7	.0189	32.7	7.3	15.1	23.4	23.2	16.8	132,892	24,744	16,116	7,123	3,694	10,469	2,820
MINNEAPOLIS-ST. PAUL	2,547.1	1.0042	32.0	9.8	19.4	22.9	21.4	967.3	21,358,004	3,644,276	2,222,230	2,999,206	903,654	4,758,540	534,575
Anoka	254.4	.1003	30.1	9.4	19.3	24.1	16.5	86.1	1,609,020	319,628	131,883	208,906	93,644	361,780	34,106
Coon Rapids	55.3	.0218	29.4	9.5	19.9	24.0	14.9	18.2	370,963	71,318	26,821	34,925	6,642	136,675	2,789
Carver	50.6	.0199	30.7	8.3	19.7	22.4	19.2	17.6	190,905	52,460	33,955	2,111	4,500	28,102	4,924
Chisago	31.4	.0124	32.5	7.2	15.7	22.2	23.9	10.9	160,860	47,983	14,028	689	1,991	34,066	3,494
Dakota	298.7	.1178	30.4	8.9	20.6	24.0	16.5	106.8	2,276,917	443,890	183,513	398,205	129,779	431,109	46,169
Burnsville	58.6	.0219	30.1	10.9	21.4	24.8	14.6	20.8	877,423	113,370	52,453	277,002	74,973	103,808	7,634
Eagan	51.5	.0203	29.0	8.9	27.6	24.6	8.9	18.9	144,184	53,465	25,846	3,286	2,007	3,066	8,211
Hennepin	1,057.3	.4169	33.1	10.3	20.3	22.8	23.4	429.7	10,349,106	1,608,179	1,167,452	1,565,633	416,054	2,214,439	279,136
• Bloomington	88.4	.0349	35.5	9.6	18.2	23.6	27.2	35.4	1,018,596	87,361	149,854	129,166	23,496	381,385	27,579
Brooklyn Park	57.7	.0227	29.0	10.8	22.0	24.5	12.3	20.9	419,053	113,505	27,087	61,173	5,891	80,262	13,203
Edina	47.2	.0186	42.5	6.2	11.5	23.4	38.9	20.4	904,485	84,972	47,803	269,440	96,622	36,258	11,448
• Minneapolis	377.3	.1488	32.1	13.2	22.5	20.9	22.6	164.7	2,881,608	542,552	480,502	340,981	123,670	351,121	101,537
Minnetonka	49.5	.0195	35.9	7.6	16.5	27.9	24.6	19.1	924,573	143,016	60,277	268,067	44,621	179,912	7,855
Plymouth	52.1	.0205	32.1	9.1	19.0	27.8	16.7	18.8	410,823	95,414	18,512	114	5,747	111,284	6,258
St. Louis Park	44.8	.0177	34.8	9.2	23.3	20.9	28.6	20.4	504,100	73,695	52,806	82,859	18,031	113,206	18,849
Isanti	26.7	.0105	32.2	7.2	15.8	22.8	22.9	9.1	131,090	36,188	7,947	12,901	2,545	28,563	1,982
Ramsey	490.0	.1932	32.4	11.2	18.8	21.0	24.1	192.4	4,739,017	795,383	486,910	702,398	210,574	1,186,029	131,731
• St. Paul	274.7	.1083	31.7	12.0	19.6	19.4	24.2	111.3	2,192,899	392,122	282,604	358,861	78,683	390,064	71,449
Scott	61.2	.0241	30.2	8.4	20.0	22.9	17.5	20.5	303,832	44,400	36,585	16,278	7,523	83,573	8,639
Washington	152.8	.0602	31.6	7.7	17.7	26.1	18.0	51.7	843,699	166,288	92,948	40,722	20,872	172,020	28,206
Wright	71.5	.0282	30.2	8.3	17.1	21.5	20.4	24.0	436,905	69,143	33,146	14,778	8,870	132,968	13,063
St. Croix, Wisc.	*52.5*	*.0207*	*31.8*	*8.2*	*16.9*	*23.1*	*21.6*	*18.5*	*316,653*	*60,734*	*33,863*	*36,585*	*7,302*	*85,891*	*3,125*
SUBURBAN TOTAL	1,806.7	.7122	31.9	8.8	18.8	23.8	20.4	655.9	15,264,901	2,622,241	1,309,270	2,170,198	677,805	3,635,970	354,010
ROCHESTER	109.5	.0432	31.9	8.8	19.4	22.1	21.8	41.2	1,058,720	178,197	86,004	192,174	47,731	281,043	22,167
Olmsted	109.5	.0432	31.9	8.8	19.4	22.1	21.8	41.2	1,058,720	178,197	86,004	192,174	47,731	281,043	22,167
• Rochester	72.8	.0287	31.8	9.5	20.9	21.2	22.2	28.7	1,000,838	170,548	81,869	191,881	46,044	271,122	20,570
SUBURBAN TOTAL	36.7	.0145	31.9	7.5	16.3	23.9	21.1	12.5	57,882	7,649	4,135	293	1,687	9,921	1,597
ST. CLOUD	196.0	.0773	28.7	14.7	16.5	19.1	20.4	66.2	2,613,718	230,598	118,871	848,887	58,520	296,473	104,595
Benton	31.1	.0123	29.6	11.5	18.1	18.6	21.7	11.3	104,269	23,376	10,921	14,122	644	6,398	3,230
Sherburne	44.0	.0174	28.8	11.3	17.7	22.4	16.6	14.3	220,726	55,939	11,689	15,137	4,445	72,086	15,831
Stearns	120.9	.0476	28.3	16.7	15.5	18.1	21.5	40.6	2,288,723	151,283	96,261	819,628	53,431	217,989	85,534
• St. Cloud	49.7	.0196	26.3	27.7	16.8	15.4	19.9	18.3	1,895,338	45,979	62,436	818,267	48,426	143,729	20,202
SUBURBAN TOTAL	146.3	.0577	29.5	10.2	16.5	20.4	20.5	47.9	718,380	184,619	56,435	30,620	10,094	152,744	84,393
OTHER COUNTIES															
Aitkin	12.4	.0049	43.2	4.6	11.1	18.8	41.7	5.1	62,116	12,913	7,626	1,032	488	14,932	3,292
Becker	28.1	.0111	35.5	6.7	13.5	19.9	30.8	10.6	189,986	38,183	14,949	15,088	7,580	48,054	4,724
Beltrami	34.8	.0137	29.4	13.5	14.5	19.1	22.9	12.1	279,114	54,933	23,296	29,185	9,563	60,183	5,628
Big Stone	6.1	.0024	41.1	5.0	11.3	17.5	40.2	2.4	33,144	7,269	2,711	2,946	2,227	2,606	2,281
Blue Earth	54.1	.0213	28.1	22.3	14.3	17.2	23.0	19.3	526,639	130,130	47,703	65,769	15,015	80,879	18,442
Brown	26.9	.0106	35.0	8.1	14.4	18.8	31.2	10.3	174,150	49,925	17,326	16,606	5,306	23,720	4,360
Carlton	29.4	.0116	35.4	7.0	14.3	21.1	29.5	11.0	182,249	37,593	19,704	8,043	2,070	38,762	7,221
Cass	21.6	.0086	38.8	5.5	12.1	19.2	35.9	8.3	120,519	26,014	13,519	321	2,212	31,102	2,637
Chippewa	12.9	.0051	38.1	5.8	12.8	19.5	34.8	5.1	82,627	13,792	5,781	5,580	2,195	24,507	2,896
Clearwater	8.2	.0032	37.0	6.2	12.0	19.1	33.7	3.1	27,209	7,534	1,845	237	244	2,851	4,194
Cook	3.8	.0015	38.7	5.1	13.8	25.1	31.7	1.6	33,225	6,848	6,829	572	146	605	2,340
Cottonwood	12.4	.0049	39.8	5.7	12.0	18.8	37.5	4.9	60,711	9,737	5,462	5,347	2,035	13,890	2,623
Crow Wing	45.2	.0178	36.4	7.4	13.6	20.0	31.9	17.6	455,277	71,128	38,951	109,758	7,856	96,590	11,151
Dodge	15.9	.0063	31.8	7.5	16.0	20.0	24.8	5.6	49,669	14,849	4,074	1,184	691	5,842	713
Douglas	28.9	.0114	35.8	8.0	13.6	19.3	31.8	11.1	248,904	46,707	20,862	28,910	11,011	48,221	10,405
Faribault	16.4	.0064	39.5	5.5	12.2	18.6	37.2	6.6	72,932	19,355	4,602	5,414	1,726	16,185	3,709
Fillmore	20.5	.0081	37.1	6.7	12.7	18.5	34.2	7.8	99,623	22,832	6,056	1,204	2,620	29,661	3,596
Freeborn	32.7	.0129	37.7	6.9	13.5	19.9	33.8	13.0	267,512	46,515	18,009	32,520	7,906	73,499	5,240
Goodhue	41.1	.0162	34.7	7.0	15.2	20.7	28.9	15.4	268,308	64,865	21,157	17,696	5,842	64,088	17,797
Grant	6.1	.0024	41.1	4.6	12.0	17.8	39.9	2.4	33,058	5,010	1,630	52	90	12,697	2,011
Houston	18.6	.0073	34.7	6.7	15.0	20.2	29.3	6.9	61,364	10,361	4,585	216	869	14,186	1,610
Hubbard	15.1	.0060	38.1	5.5	12.7	20.2	34.2	5.9	95,721	23,815	5,718	1,603	1,744	23,719	8,379
Itasca	40.4	.0159	36.5	6.6	12.8	22.1	30.2	15.3	277,592	50,865	18,481	32,373	2,712	61,528	7,536
Jackson	11.2	.0044	37.4	6.4	13.4	18.2	35.0	4.4	69,733	2,430	3,545	1,222	3,834	25,368	14,146
Kanabec	13.1	.0052	33.9	6.7	14.6	20.0	28.3	4.9	74,181	12,693	6,337	374	732	17,318	8,392
Kandiyohi	39.3	.0155	33.4	8.9	14.9	20.0	27.5	14.6	286,248	43,820	29,071	48,811	10,588	68,218	10,461

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Kittson	5.6	.0022	39.4	5.4	12.4	19.7	36.5	2.2
Koochiching	15.9	.0063	36.1	8.0	14.8	21.8	30.0	5.8
Lac qui Parle	8.6	.0034	40.4	4.2	12.3	18.6	38.5	3.4
Lake	10.0	.0039	39.9	5.3	13.0	20.9	36.5	4.1
Lake of the Woods	4.1	.0016	36.0	6.1	14.7	20.4	31.1	1.6
Le Sueur	23.1	.0091	34.0	7.3	14.6	20.2	28.3	8.5
Lincoln	6.7	.0027	42.1	5.0	10.2	17.5	41.2	2.7
Lyon	24.9	.0098	32.0	12.7	14.3	18.3	27.4	9.1
McLeod	32.7	.0129	33.3	8.0	15.6	20.2	27.2	12.1
Mahnomen	5.0	.0020	35.7	5.6	12.2	18.0	32.8	1.8
Marshall	10.8	.0042	37.2	5.6	12.6	19.5	33.4	4.2
Martin	22.3	.0088	37.7	5.6	13.6	20.1	33.9	8.9
Meeker	21.0	.0083	35.5	6.4	13.4	19.7	31.0	7.8
Mille Lacs	18.8	.0074	35.2	6.8	13.6	19.4	31.0	6.9
Morrison	29.8	.0118	33.1	7.2	14.0	18.6	28.8	10.5
Mower	36.7	.0144	38.1	6.9	13.3	18.4	35.6	14.8
Murray	9.4	.0037	39.1	5.7	11.6	18.7	36.7	3.6
Nicollet	28.2	.0112	30.4	15.5	15.2	20.5	22.5	9.5
Nobles	19.8	.0078	36.4	7.7	13.7	18.8	33.2	7.5
Norman	7.7	.0030	39.8	4.9	12.1	18.0	38.1	3.0
Otter Tail	50.7	.0200	38.0	6.4	12.9	19.4	34.8	19.6
Pennington	13.0	.0051	34.8	9.6	13.7	20.0	29.7	5.0
Pine	21.5	.0085	34.9	6.8	15.0	19.5	30.4	7.7
Pipestone	10.3	.0040	36.7	6.6	13.1	16.9	35.2	4.0
Polk	32.1	.0127	35.3	7.9	13.4	19.2	31.2	11.9
Pope	10.7	.0042	39.2	5.0	11.9	18.5	36.9	4.1
Red Lake	4.4	.0017	36.0	5.5	13.5	18.9	32.5	1.7
Redwood	16.8	.0066	37.4	5.8	13.0	18.3	34.7	6.4
Renville	17.2	.0068	37.5	5.7	13.2	18.0	35.2	6.6
Rice	50.2	.0198	30.3	15.7	14.7	19.7	23.4	16.7
Rock	9.5	.0038	37.2	5.8	12.7	18.9	34.1	3.6
Roseau	15.7	.0062	31.1	8.3	16.9	18.6	24.8	5.7
Sibley	14.2	.0056	36.1	6.4	13.7	18.5	32.9	5.3
Steele	30.9	.0122	33.2	8.4	15.7	20.3	26.8	11.4
Stevens	10.4	.0041	30.6	20.1	11.0	16.4	28.7	3.7
Swift	10.3	.0041	38.7	5.3	13.0	17.7	36.9	4.1
Todd	23.2	.0091	35.2	6.6	12.6	19.2	31.0	8.6
Traverse	4.2	.0017	41.9	4.0	11.6	16.5	41.5	1.7
Wabasha	19.8	.0078	34.7	7.0	14.5	20.2	29.4	7.3
Wadena	13.1	.0051	36.7	6.9	12.6	18.4	33.8	5.0
Waseca	18.1	.0072	33.6	8.7	14.5	20.2	27.8	6.7
Watonwan	11.5	.0046	36.3	6.4	13.7	18.2	33.4	4.5
Wilkin	7.4	.0029	35.0	7.1	14.4	18.3	31.7	2.8
Winona	48.1	.0189	30.7	17.4	13.9	18.6	25.4	17.0
Yellow Medicine	11.5	.0046	38.6	5.9	12.7	17.6	36.7	4.6
TOTAL METRO COUNTIES	**3,045.9**	**1.2009**	**32.0**	**10.2**	**18.9**	**22.4**	**22.0**	**1,151.6**
TOTAL STATE	**4,467.2**	**1.7574**	**32.8**	**9.7**	**17.3**	**21.5**	**24.7**	**1,680.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Kittson	34,464	8,302	1,571	106	477	5,141	4,366
Koochiching	97,142	20,224	6,923	11,980	2,047	14,638	5,567
Lac qui Parle	30,559	6,248	1,575	717	692	5,636	1,560
Lake	70,920	13,338	3,981	418	462	25,583	7,256
Lake of the Woods	24,232	6,232	1,825	685	171	425	1,765
Le Sueur	76,750	12,237	9,204	2,307	3,105	19,152	4,137
Lincoln	27,900	5,627	2,265	323	258	5,599	1,424
Lyon	191,468	44,482	19,981	17,522	5,412	40,370	4,843
McLeod	262,102	101,336	16,542	22,686	4,168	54,942	5,472
Mahnomen	22,464	5,532	1,839	394	109	4,386	3,635
Marshall	48,234	8,732	2,843	224	239	[illegible]	807
Martin	139,742	31,504	10,691	22,194	4,111	28,162	4,852
Meeker	94,289	18,883	7,693	5,108	2,399	22,424	3,498
Mille Lacs	92,981	29,462	9,230	2,233	2,591	5,692	4,382
Morrison	141,014	30,651	13,475	8,434	2,234	26,095	6,319
Mower	237,230	56,331	20,833	29,886	9,483	52,301	7,092
Murray	36,329	6,538	3,847	953	768	5,850	6,706
Nicollet	117,023	19,578	15,562	154	1,364	35,656	836
Nobles	136,762	24,251	11,894	20,880	4,697	28,016	6,350
Norman	35,939	8,361	1,787	128	407	14,162	1,491
Otter Tail	290,910	54,130	21,265	37,002	6,239	75,246	9,351
Pennington	90,614	24,014	10,885	18,820	2,209	16,021	4,037
Pine	119,354	21,152	21,335	3,140	2,601	34,659	2,432
Pipestone	56,646	12,275	5,627	6,156	2,405	13,733	2,357
Polk	172,722	65,061	14,285	7,538	4,864	30,582	8,586
Pope	49,408	12,361	4,475	2,303	489	10,638	1,933
Red Lake	14,252	1,311	1,598	179	244	6,850	905
Redwood	89,266	23,821	6,929	8,116	1,906	22,629	3,110
Renville	74,441	17,527	5,327	1,627	637	17,010	2,762
Rice	309,821	63,590	37,563	16,758	9,220	88,868	10,672
Rock	38,649	9,403	5,064	3,470	688	7,817	2,432
Roseau	76,677	18,039	7,393	3,615	734	24,047	4,056
Sibley	42,557	9,765	3,779	910	774	12,613	2,428
Steele	222,584	42,464	16,823	21,325	6,509	51,119	6,951
Stevens	66,327	14,109	5,921	163	1,860	16,606	10,699
Swift	44,648	12,237	2,400	3,617	890	9,429	3,483
Todd	88,958	23,755	7,003	1,549	1,856	22,569	3,519
Traverse	19,671	4,417	1,497	131	409	3,392	2,872
Wabasha	104,132	23,126	6,359	1,573	861	22,108	3,464
Wadena	91,569	19,409	4,949	9,740	1,809	14,491	4,018
Waseca	84,384	15,625	6,834	572	832	20,265	8,716
Watonwan	49,339	12,348	3,732	3,314	1,498	13,387	2,455
Wilkin	37,317	5,381	5,792	78	276	9,495	2,459
Winona	291,155	67,068	31,805	33,799	5,364	62,383	6,188
Yellow Medicine	57,337	12,355	3,015	2,016	2,186	14,147	3,609
TOTAL METRO COUNTIES	**26,527,894**	**4,360,487**	**2,541,893**	**4,260,942**	**1,084,287**	**5,381,648**	**741,573**
TOTAL STATE	**35,159,987**	**6,233,195**	**3,296,937**	**5,027,848**	**1,293,943**	**7,518,861**	**1,103,209**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
DULUTH	**2,869,209**	**25,546**	**22.3**	**27.1**	**19.8**	**14.7**	**.0866**
St. Louis	2,373,723	25,981	22.2	26.6	19.1	15.0	.0719
• Duluth	1,067,535	24,936	22.6	26.9	16.5	16.6	.0346
Douglas, Wisc.	*495,486*	*25,400*	*23.2*	*28.9*	*18.9*	*13.4*	*.0147*
• *Superior*	*319,081*	*23,880*	*24.6*	*27.9*	*17.1*	*13.0*	*.0106*
SUBURBAN TOTAL	1,482,593	26,421	21.6	26.9	21.2	13.9	.0414
FARGO-MOORHEAD	**2,147,798**	**30,361**	**18.8**	**26.1**	**20.4**	**21.9**	**.0641**
Clay	571,413	27,901	20.9	25.7	20.3	17.8	.0169
• Moorhead	360,140	26,261	22.6	23.8	18.7	17.8	.0114
Cass, N. D.	*1,576,385*	*31,408*	*17.9*	*26.3*	*20.4*	*23.6*	*.0472*
• *Fargo*	*1,155,773*	*29,843*	*19.0*	*26.4*	*18.9*	*22.7*	*.0381*
SUBURBAN TOTAL	631,885	33,472	15.8	27.4	24.1	23.0	.0146

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MINNEAPOLIS-ST. PAUL	**41,864,923**	**37,580**	**13.4**	**24.2**	**23.1**	**31.0**	**1.1138**
Anoka	3,581,483	39,614	10.6	24.8	29.2	29.9	.0946
Coon Rapids	784,038	41,364	8.9	23.8	30.8	32.1	.0210
Carver	804,214	40,325	11.3	23.5	24.3	34.3	.0180
Chisago	414,194	33,658	16.0	26.9	24.0	23.5	.0107
Dakota	4,830,223	41,370	10.1	23.6	26.1	35.0	.1257
Burnsville	967,470	42,768	9.3	24.2	23.9	38.5	.0318
Eagan	901,587	45,154	6.8	21.4	28.9	40.2	.0185
Hennepin	18,925,018	36,535	14.4	24.0	21.3	31.0	.5075
• Bloomington	1,711,130	42,518	10.2	23.0	24.1	38.2	.0467
Brooklyn Park	882,314	40,986	10.7	22.2	25.4	34.7	.0233
Edina	1,395,013	49,076	8.6	18.5	17.9	49.0	.0373

MINN. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
• Minneapolis	5,570,813	26,583	21.0	26.9	17.5	18.5	.1519
Minnetonka	1,163,629	50,396	6.6	17.7	22.0	50.7	.0349
Plymouth	1,087,354	50,706	6.8	17.9	21.1	51.0	.0255
St. Louis Park	841,480	35,839	13.6	28.7	23.0	28.3	.0231
Isanti	338,062	34,101	14.8	27.1	25.2	23.1	.0088
Ramsey	7,783,469	34,291	15.7	25.1	21.1	27.8	.2210
• St. Paul	3,866,785	28,796	19.2	27.1	19.4	20.2	.1096
Scott	908,536	40,916	10.4	22.9	28.0	32.7	.0220
Washington	2,514,521	43,425	8.9	21.1	26.2	38.4	.0596
Wright	938,670	35,771	14.3	26.4	26.1	25.3	.0254
St. Croix, Wisc.	*826,543*	*40,173*	*12.5*	*22.4*	*22.5*	*35.7*	*.0205*
SUBURBAN TOTAL	30,716,205	41,321	10.6	23.0	25.2	35.6	.8056
ROCHESTER	**1,716,654**	**36,428**	**14.0**	**24.8**	**22.9**	**29.5**	**.0492**
Olmsted	1,716,654	36,428	14.0	24.8	22.9	29.5	.0492
• Rochester	1,165,220	35,486	14.8	25.0	22.6	28.2	.0378
SUBURBAN TOTAL	551,434	38,788	12.3	24.7	23.4	32.5	.0114
ST. CLOUD	**2,335,643**	**30,257**	**17.7**	**29.9**	**22.2**	**18.7**	**.0898**
Benton	350,266	27,859	19.6	31.2	21.6	14.3	.0089
Sherburne	557,376	35,599	13.0	27.8	25.4	25.7	.0146
Stearns	1,428,001	29,189	19.0	30.1	21.3	17.5	.0663
• St. Cloud	604,339	25,316	22.4	30.2	17.5	18.2	.0432
SUBURBAN TOTAL	1,731,304	32,233	15.9	29.7	24.0	20.5	.0466
OTHER COUNTIES							
Aitkin	121,531	19,599	28.8	28.9	11.8	8.2	.0035
Becker	288,619	22,723	25.1	29.6	16.0	10.5	.0092
Beltrami	335,263	23,113	23.5	29.0	15.4	12.1	.0119
Big Stone	61,970	21,280	27.2	31.3	14.5	7.3	.0018
Blue Earth	636,924	27,643	21.3	28.4	20.3	16.6	.0216
Brown	292,123	24,735	23.1	32.9	19.1	9.7	.0088
Carlton	330,129	26,160	22.6	27.2	19.7	14.8	.0097
Cass	206,800	20,410	27.3	28.8	13.2	9.0	.0065
Chippewa	149,965	24,508	23.9	29.3	18.5	11.9	.0043
Clearwater	73,458	19,483	27.7	28.4	12.7	7.5	.0020
Cook	47,861	25,769	24.6	33.6	18.6	11.8	.0015
Cottonwood	127,914	22,504	26.1	31.4	17.2	7.8	.0037
Crow Wing	524,624	24,740	23.7	28.4	17.2	14.6	.0182
Dodge	186,534	29,486	18.2	30.8	23.0	15.8	.0046
Douglas	312,352	24,140	23.6	30.2	17.6	11.3	.0106
Faribault	187,165	23,659	24.5	32.7	16.1	10.3	.0050
Fillmore	217,537	23,982	24.4	31.0	17.5	10.3	.0061
Freeborn	361,101	24,463	23.1	34.0	17.1	10.0	.0119
Goodhue	526,403	30,000	18.4	27.9	21.5	19.2	.0146
Grant	62,234	21,684	24.9	30.2	13.8	10.0	.0020
Houston	224,093	27,752	20.8	29.9	20.7	15.8	.0055
Hubbard	161,136	23,279	25.1	30.3	15.8	11.2	.0049
Itasca	458,508	25,055	23.4	26.3	19.8	14.2	.0140
Jackson	132,412	25,199	22.6	30.2	20.9	11.0	.0038
Kanabec	138,816	24,752	23.0	29.0	19.2	11.6	.0040
Kandiyohi	490,837	28,282	20.4	27.8	21.3	16.4	.0145
Kittson	63,988	25,069	22.2	29.5	17.4	13.4	.0019
Koochiching	204,161	27,220	23.1	26.3	16.3	21.0	.0055
Lac qui Parle	94,587	23,638	23.1	32.3	17.1	9.5	.0025
Lake	133,761	28,061	21.7	29.8	20.4	17.1	.0038
Lake of the Woods	44,501	24,920	23.5	33.2	19.4	9.0	.0012
Le Sueur	271,059	28,333	18.9	30.4	22.4	14.7	.0068
Lincoln	70,355	21,292	26.9	29.3	14.6	9.1	.0019
Lyon	275,258	25,270	23.0	30.0	18.1	12.9	.0088
McLeod	407,214	29,848	17.8	29.7	23.9	16.2	.0124
Mahnomen	41,335	18,448	28.6	25.7	12.5	7.8	.0013
Marshall	109,211	22,878	24.5	31.5	17.1	8.5	.0030
Martin	259,169	25,715	22.1	32.6	20.2	10.1	.0077
Meeker	236,689	26,201	21.8	30.3	19.1	13.7	.0063
Mille Lacs	201,145	25,053	23.9	28.2	18.9	13.0	.0056
Morrison	285,268	22,811	24.0	30.6	16.0	9.8	.0087
Mower	435,132	24,985	24.8	30.8	18.0	12.4	.0126
Murray	108,506	25,697	20.8	32.5	17.9	12.2	.0028
Nicollet	358,496	32,737	16.2	28.2	23.6	22.3	.0090
Nobles	212,100	24,150	25.3	31.4	17.5	10.8	.0065
Norman	78,139	22,493	24.0	31.5	15.6	8.9	.0023
Otter Tail	542,611	23,197	24.4	29.9	16.3	11.0	.0160
Pennington	143,198	24,242	22.1	28.2	17.7	12.4	.0045
Pine	220,235	23,554	25.1	28.8	17.5	11.0	.0065
Pipestone	101,614	21,335	25.2	31.8	13.7	7.6	.0032
Polk	360,425	25,805	21.3	28.7	19.8	13.7	.0101
Pope	107,063	22,045	27.2	30.7	14.8	9.4	.0032
Red Lake	42,371	21,542	25.5	29.4	15.9	8.3	.0011
Redwood	179,087	24,027	23.4	32.1	17.2	10.3	.0053
Renville	187,189	24,274	23.8	32.9	17.5	9.9	.0050
Rice	627,374	31,796	17.7	26.6	22.3	22.7	.0175
Rock	104,168	24,689	23.5	33.0	16.9	10.6	.0027
Roseau	182,466	29,846	17.8	30.0	24.7	15.2	.0051
Sibley	146,223	24,083	23.9	33.5	16.5	9.9	.0038
Steele	417,940	32,637	16.2	29.1	23.6	21.8	.0116
Stevens	110,099	24,906	23.2	27.1	19.5	13.4	.0035
Swift	100,774	21,026	27.3	31.2	13.9	7.1	.0029
Todd	206,463	20,360	26.5	29.0	13.6	8.1	.0060
Traverse	45,302	22,817	26.3	32.7	15.4	9.0	.0012
Wabasha	235,362	28,109	20.0	30.8	20.7	15.3	.0065
Wadena	120,894	19,396	27.0	26.4	13.6	8.6	.0042
Waseca	198,485	26,363	22.1	31.5	20.9	11.4	.0055
Watonwan	116,571	22,324	27.6	33.9	14.2	7.9	.0034
Wilkin	76,685	24,320	22.1	32.2	17.6	9.7	.0022
Winona	560,662	27,641	20.8	28.9	19.7	16.9	.0161
Yellow Medicine	127,496	23,599	23.0	30.7	17.1	10.5	.0035
TOTAL METRO COUNTIES	**48,035,823**	**36,034**	**14.4**	**24.7**	**22.8**	**28.9**	**1.3211**
TOTAL STATE	**63,842,983**	**32,264**	**17.0**	**26.4**	**21.4**	**23.9**	**1.7865**

Mississippi

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BILOXI–GULFPORT	**198.5**	**.0783**	**31.6**	**11.1**	**16.8**	**19.6**	**24.7**	**71.9**
Hancock	33.2	.0131	34.9	8.4	14.3	20.1	29.7	12.4
Harrison	165.3	.0652	31.1	11.7	17.3	19.5	23.7	59.5
• Biloxi	46.3	.0183	29.0	16.7	18.7	16.0	22.8	16.6
• Gulfport	40.7	.0160	33.3	10.6	16.9	19.1	28.1	15.8
SUBURBAN TOTAL	111.5	.0440	32.2	9.0	16.0	21.3	24.2	39.5

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI–GULFPORT	**1,180,632**	**248,493**	**135,468**	**191,658**	**45,424**	**259,757**	**47,222**
Hancock	124,286	44,449	8,623	13,647	1,727	24,052	7,370
Harrison	1,056,346	204,044	126,845	178,011	43,697	235,705	39,852
• Biloxi	390,847	66,169	65,172	105,509	11,432	60,811	10,231
• Gulfport	445,612	66,939	41,869	66,495	28,033	130,366	16,384
SUBURBAN TOTAL	344,173	115,385	28,427	19,654	5,959	68,580	20,407

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
JACKSON	**401.3**	**.1582**	**31.3**	**10.9**	**17.0**	**21.0**	**22.7**	**142.4**	**2,926,089**	**457,877**	**254,549**	**522,397**	**136,178**	**749,867**	**98,596**
Hinds	253.6	.1000	31.1	11.6	16.8	20.2	23.2	90.7	2,131,296	308,194	187,418	323,775	99,902	642,070	69,416
• Jackson	196.0	.0773	31.1	11.8	17.1	19.8	23.5	71.6	2,002,086	284,098	175,543	317,629	97,341	607,537	57,892
Madison	57.0	.0225	30.0	10.4	19.3	20.1	20.2	20.6	391,088	51,689	36,787	141,214	17,395	37,781	10,558
Rankin	90.7	.0357	33.0	9.0	16.5	24.0	22.7	31.1	403,705	97,994	30,344	57,408	18,881	75,016	18,622
SUBURBAN TOTAL	205.3	.0809	31.6	10.0	17.1	22.2	21.9	70.8	924,003	173,779	79,006	204,768	38,837	142,330	40,704
PASCAGOULA	**115.5**	**.0455**	**32.0**	**9.2**	**15.6**	**21.9**	**23.4**	**40.5**	**569,203**	**132,703**	**56,678**	**77,788**	**15,161**	**106,217**	**30,819**
Jackson	115.5	.0455	32.0	9.2	15.6	21.9	23.4	40.5	569,203	132,703	56,678	77,788	15,161	106,217	30,819
• Pascagoula	26.0	.0103	32.0	10.5	15.9	20.4	24.8	9.8	263,095	60,136	26,131	16,160	7,851	85,077	13,585
SUBURBAN TOTAL	89.5	.0352	31.9	8.9	15.4	22.4	22.9	30.7	306,108	72,567	30,547	61,628	7,310	21,140	17,234
OTHER COUNTIES															
Adams	34.7	.0137	34.0	8.0	14.2	19.5	29.1	13.1	255,579	64,884	15,791	41,406	9,025	45,114	13,550
Alcorn	31.5	.0124	36.0	8.9	14.0	21.6	29.9	12.4	211,729	44,350	17,430	27,323	7,379	38,990	8,518
Amite	13.3	.0052	33.5	8.8	13.6	18.1	29.8	4.8	31,246	10,155	421	3,018	666	3,880	2,232
Attala	18.4	.0073	35.8	8.9	12.6	18.0	32.9	6.9	83,681	22,190	4,735	9,573	1,192	10,617	6,048
Benton	8.0	.0031	32.1	9.6	14.5	16.7	29.1	2.8	9,154	4,931	313	119	183	800	
Bolivar	41.1	.0162	26.7	13.7	12.4	17.3	22.4	13.1	176,853	55,422	8,195	16,215	7,272	28,724	9,951
Calhoun	15.0	.0059	35.4	9.8	13.2	19.1	31.4	5.8	61,357	13,692	2,187	4,788	906	12,947	3,535
Carroll	9.2	.0037	34.5	8.2	13.2	19.7	29.7	3.3	11,406	2,336	764		65	2,785	865
Chickasaw	18.3	.0072	31.8	9.9	14.6	18.3	27.0	6.6	91,711	28,362	2,507	18,179	6,440	19,164	2,903
Choctaw	9.2	.0036	33.3	8.4	13.5	19.1	28.6	3.2	22,796	5,737	896	1,067	339	4,245	1,238
Claiborne	12.0	.0047	24.6	22.6	12.1	14.6	22.0	3.5	20,399	6,301	3,488	1,115	672	710	1,209
Clarke	17.3	.0069	33.5	9.4	13.5	19.5	28.5	6.3	34,033	12,997	1,613	2,024	2,185	1,633	1,775
Clay	21.1	.0083	30.8	10.5	14.1	18.5	25.6	7.2	91,277	23,780	4,755	12,691	1,776	22,824	4,112
Coahoma	31.0	.0122	29.3	9.9	13.1	16.4	26.1	10.3	163,216	42,997	10,392	18,899	7,789	26,890	8,339
Copiah	28.0	.0110	30.7	11.8	13.8	18.0	26.0	9.4	109,689	28,566	4,636	15,535	2,237	23,713	8,411
Covington	16.7	.0066	31.4	10.0	13.9	18.8	26.2	5.9	55,462	15,946	1,606	3,667	1,183	23,168	3,093
De Soto	74.5	.0294	31.9	9.7	16.3	23.5	21.4	25.6	284,455	98,616	21,674	56,092	8,111	36,047	16,051
Forrest	68.8	.0271	29.4	16.9	15.5	17.8	23.5	25.2	562,855	112,288	61,176	87,410	25,607	112,742	22,815
Hattiesburg	42.2	.0166	27.6	22.0	16.1	15.4	22.7	16.0	510,432	95,094	54,975	80,108	24,751	101,620	18,598
Franklin	8.4	.0033	34.0	8.0	13.5	17.9	30.8	3.1	18,513	5,475	266	1,768	275	4,240	1,467
George	17.0	.0067	31.4	10.1	14.5	20.3	24.5	5.9	49,953	16,431	3,977	4,541	1,271	6,225	3,486
Greene	10.2	.0041	31.3	9.8	16.0	20.1	24.0	3.3	26,448	10,556	660	2,214	64	7,406	1,457
Grenada	21.7	.0085	32.9	9.4	14.3	19.8	27.2	7.7	160,840	46,065	9,761	12,437	3,003	52,198	5,443
Holmes	21.4	.0084	27.9	10.8	12.7	15.4	25.6	7.1	49,528	15,747	1,448	3,607	1,309	4,043	6,246
Humphreys	12.0	.0047	27.8	10.1	13.5	15.9	24.3	3.9	42,047	11,923	1,151	2,449	1,402	1,269	1,653
Issaquena	1.9	.0008	30.2	9.7	13.8	17.1	26.2	.6	972	866				42	
Itawamba	20.0	.0079	35.6	11.1	13.6	20.2	30.6	7.5	46,039	12,293	3,536	10,725	938	8,558	3,652
Jasper	17.0	.0067	32.1	9.5	13.8	18.3	27.7	6.0	48,592	14,175	1,677	2,037	859	10,281	3,898
Jefferson	8.5	.0034	28.3	9.7	14.2	16.6	23.9	2.8	9,676	4,115	92	1,240	45	532	814
Jefferson Davis	14.0	.0055	31.6	9.9	13.0	18.3	27.3	4.8	48,046	14,339	1,794	7,161	151	14,589	3,755
Jones	62.2	.0245	34.0	9.5	14.4	19.9	28.6	22.6	345,355	82,570	25,648	60,952	12,843	66,899	17,635
Kemper	10.5	.0042	32.2	10.7	13.0	17.2	29.2	3.7	23,786	7,713	921	450	762	1,247	345
Lafayette	31.6	.0124	26.2	27.1	14.6	16.5	20.7	11.0	159,105	36,816	18,099	18,422	4,869	17,352	6,295
Lamar	31.0	.0122	30.6	10.4	16.9	21.2	21.4	11.1	74,392	25,848	1,654	3,442	452	17,729	6,056
Lauderdale	75.4	.0298	32.5	10.3	15.2	19.5	26.7	28.3	558,594	116,952	46,895	90,094	20,703	123,239	27,984
Meridian	41.0	.0162	33.9	9.4	14.7	18.4	30.0	16.3	524,880	106,412	44,382	87,992	20,376	122,019	27,809
Lawrence	12.6	.0049	32.7	8.7	14.1	18.8	28.0	4.5	31,483	9,998	1,812	1,060	1,610	6,859	3,719
Leake	18.5	.0073	34.2	9.1	13.2	18.3	30.7	6.9	75,259	17,542	3,404	13,251	1,989	21,355	3,918
Lee	67.3	.0266	32.4	9.4	16.5	20.9	24.8	25.2	550,235	84,539	40,069	88,732	24,422	147,151	17,502
Leflore	36.7	.0144	29.5	11.4	13.6	17.0	25.6	12.6	214,811	44,078	28,810	23,200	12,475	34,421	11,315
Lincoln	30.4	.0120	34.1	8.8	13.9	20.1	28.6	11.2	177,848	34,948	9,529	34,769	6,384	44,011	11,128
Lowndes	59.1	.0233	30.0	11.7	16.8	19.8	21.8	21.3	390,244	70,970	34,682	80,062	15,126	101,955	13,590
Marion	25.3	.0100	32.3	9.0	14.2	18.4	27.7	9.1	112,780	32,543	5,329	15,260	4,073	18,783	5,986
Marshall	30.8	.0121	30.3	11.7	15.0	18.9	24.1	10.2	69,526	24,174	3,026	13,971	1,015	7,194	3,045
Monroe	36.7	.0145	33.2	9.6	14.2	19.4	28.0	13.5	143,766	40,466	8,347	24,214	9,311	28,292	10,416
Montgomery	12.3	.0048	34.4	9.3	12.7	18.5	30.8	4.5	48,033	13,969	2,094	11,612	2,700	4,815	2,954
Neshoba	24.9	.0099	32.9	9.2	13.5	19.3	27.9	8.8	131,812	43,024	5,693	21,766	4,942	25,742	5,224
Newton	20.2	.0079	33.6	10.9	13.3	18.6	29.5	7.3	79,366	20,092	3,910	8,172	2,194	20,785	2,302
Noxubee	12.3	.0049	29.2	9.8	14.6	15.7	25.8	4.0	30,122	10,265	778	3,029	1,444	5,325	1,977
Oktibbeha	38.7	.0152	24.8	27.7	14.6	16.1	18.6	12.9	174,690	33,175	16,024	24,130	12,137	29,777	4,761
Panola	30.7	.0121	30.4	10.1	14.2	17.6	25.9	10.4	149,149	48,411	7,293	10,882	6,244	30,605	8,709
Pearl River	39.6	.0156	33.0	9.8	13.9	20.9	26.3	14.1	170,081	44,927	11,322	19,937	4,588	50,443	9,719
Perry	10.9	.0043	30.8	10.0	15.0	19.5	24.1	3.8	20,578	8,989	1,974	2,603	97	1,379	1,874
Pike	36.6	.0145	32.5	9.5	13.5	18.9	27.8	13.3	232,536	52,134	18,143	30,198	6,005	55,914	15,071
Pontotoc	22.7	.0089	33.6	9.8	15.1	19.9	27.9	8.5	66,504	16,703	4,700	12,493	1,955	12,602	2,608
Prentiss	23.3	.0092	33.7	12.0	13.8	19.8	28.4	8.6	127,747	36,681	5,436	17,864	5,752	47,963	6,272
Quitman	10.1	.0040	30.2	9.9	12.7	16.6	27.3	3.4	26,821	7,486	356	2,713	257	2,886	2,678
Scott	24.6	.0097	31.8	9.8	14.4	18.3	27.1	8.7	117,907	39,034	6,910	6,326	3,861	22,885	7,970
Sharkey	6.9	.0028	26.9	10.6	13.0	17.0	22.5	2.1	16,363	6,679	612	1,606	785	629	933
Simpson	24.0	.0094	32.5	9.0	14.9	19.6	26.7	8.4	108,944	28,691	8,407	11,482	1,866	24,413	8,477
Smith	14.9	.0059	33.7	9.4	13.9	19.2	29.0	5.4	32,821	17,068	600	2,056	332	4,232	1,588
Stone	11.2	.0044	31.2	12.4	14.0	19.3	25.4	3.8	53,431	13,757	3,691	5,769	554	15,302	2,282
Sunflower	34.3	.0135	28.9	11.9	15.6	17.4	23.0	9.3	127,890	43,969	6,771	15,393	2,960	19,424	5,936

MISS. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Tallahatchie	15.4	.0061	29.8	10.2	13.1	16.8	26.4	5.1	33,889	13,872	1,354	906	201	6,495	3,368
Tate	22.0	.0087	31.0	11.7	14.5	19.7	24.5	7.2	120,689	35,620	5,002	15,872	1,193	38,086	3,516
Tippah	19.8	.0078	33.9	10.2	14.0	19.0	29.6	7.3	90,063	20,798	4,003	13,627	7,369	21,061	4,805
Tishomingo	17.7	.0070	37.5	9.3	13.5	20.6	32.9	7.1	67,630	21,048	3,478	9,047	4,197	17,029	4,156
Tunica	8.0	.0031	25.8	10.6	13.0	15.6	22.4	2.5	26,375	8,085	1,623	1,089	750	9,414	1,029
Union	22.2	.0088	34.9	9.6	13.9	20.0	29.9	8.4	95,682	26,621	5,838	15,406	4,141	15,279	5,505
Walthall	14.5	.0057	31.8	9.2	13.3	17.8	27.9	4.9	49,831	10,112	1,377	7,350	1,045	12,892	2,820
Warren	47.2	.0186	32.6	8.6	14.8	21.0	25.5	17.2	361,694	80,634	24,330	64,802	10,942	70,763	13,737
Washington	67.6	.0267	29.2	9.8	14.3	18.0	23.7	22.5	402,766	91,870	26,618	68,329	15,384	87,701	18,345
Greenville	45.0	.0177	29.8	9.5	14.4	18.4	24.1	15.2	350,374	73,816	24,986	65,239	12,750	76,122	15,478
Wayne	19.6	.0077	30.9	9.6	15.2	19.1	24.6	7.0	74,537	17,833	4,187	14,499	1,962	12,499	3,531
Webster	10.0	.0039	35.4	9.4	13.1	18.6	31.9	3.8	34,488	11,687	1,908	5,524	786	5,874	1,695
Wilkinson	9.5	.0038	31.9	9.2	14.5	17.9	27.5	3.3	26,762	9,338	1,920	2,106	218	4,971	684
Winston	19.4	.0076	34.3	8.8	12.7	19.2	29.8	7.0	77,208	15,723	3,287	16,924	2,586	17,955	4,838
Yalobusha	12.0	.0048	35.2	8.6	13.2	18.3	31.8	4.6	38,788	11,556	1,567	3,186	1,332	5,841	1,493
Yazoo	25.1	.0099	31.2	8.8	13.9	17.0	27.7	8.7	86,589	17,283	2,964	14,872	2,803	19,850	7,990
TOTAL METRO COUNTIES	**789.5**	**.3114**	**31.5**	**10.6**	**16.8**	**21.0**	**23.1**	**280.4**	**4,960,379**	**927,689**	**468,369**	**847,935**	**204,874**	**1,151,888**	**192,688**
TOTAL STATE	**2,591.8**	**1.0219**	**31.5**	**10.9**	**14.9**	**19.5**	**25.4**	**918.0**	**13,692,446**	**3,090,897**	**1,856,831**	**2,088,592**	**518,723**	**2,994,535**	**630,934**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILOXI-GULFPORT	**2,180,813**	**24,294**	**22.6**	**28.2**	**16.1**	**14.7**	**.0644**
Hancock	357,149	22,643	24.6	23.9	15.0	15.3	.0095
Harrison	1,823,664	24,552	22.2	29.0	16.3	14.6	.0549
• Biloxi	493,767	22,338	24.7	28.5	14.4	12.7	.0167
• Gulfport	489,168	23,290	22.7	27.8	14.7	14.4	.0171
SUBURBAN TOTAL	1,197,878	25,741	21.7	28.1	17.4	15.7	.0306
JACKSON	**5,226,784**	**29,247**	**18.0**	**24.4**	**18.6**	**22.8**	**.1499**
Hinds	3,278,838	27,615	18.8	24.5	17.6	21.2	.0990
• Jackson	2,541,227	26,145	19.7	25.2	16.6	19.5	.0825
Madison	709,738	27,709	19.5	23.7	18.1	21.2	.0205
Rankin	1,238,208	35,113	15.0	24.1	21.8	28.4	.0304
SUBURBAN TOTAL	2,685,557	32,736	16.3	23.6	20.5	26.1	.0674
PASCAGOULA	**1,282,695**	**27,084**	**19.5**	**27.7**	**19.7**	**16.1**	**.0356**
Jackson	1,282,695	27,084	19.5	27.7	19.7	16.1	.0356
• Pascagoula	305,358	25,279	19.6	24.7	18.0	15.6	.0105
SUBURBAN TOTAL	977,337	27,593	19.5	28.6	20.2	16.3	.0251
OTHER COUNTIES							
Adams	354,717	19,714	23.1	22.2	13.1	14.1	.0118
Alcorn	313,396	20,876	23.7	25.4	15.8	10.4	.0102
Amite	116,177	17,795	24.7	25.6	10.6	8.7	.0030
Attala	156,175	17,791	25.2	26.0	10.6	8.2	.0050
Benton	56,097	16,550	29.4	26.2	9.5	5.1	.0015
Bolivar	308,111	16,266	23.8	20.6	10.9	10.8	.0103
Calhoun	144,660	20,234	24.9	29.2	13.9	7.4	.0041
Carroll	77,960	18,059	27.6	24.5	10.8	9.9	.0020
Chickasaw	168,179	20,181	27.2	27.6	15.2	7.5	.0052
Choctaw	80,137	19,610	26.0	27.7	13.3	8.0	.0021
Claiborne	82,644	16,012	24.7	19.9	9.2	11.7	.0024
Clarke	166,085	21,717	23.5	26.1	16.7	10.7	.0042
Clay	217,348	22,325	21.7	26.0	15.1	13.7	.0061
Coahoma	243,014	15,919	22.4	20.6	12.1	9.2	.0083
Copiah	239,638	19,276	25.4	24.7	12.7	11.0	.0072
Covington	138,355	18,966	25.3	27.1	11.4	9.2	.0042
☐ De Soto	998,295	34,986	14.8	24.9	22.9	27.0	.0239
Forrest	704,148	20,121	23.7	24.4	12.5	13.2	.0241
Hattiesburg	444,336	17,553	23.8	21.0	10.3	13.6	.0177

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Franklin	71,860	17,675	25.8	22.9	11.9	9.9	.0020
George	146,714	20,584	26.3	26.1	15.2	9.9	.0041
Greene	80,556	21,326	21.2	29.7	15.2	7.8	.0024
Grenada	201,941	21,381	23.4	26.3	14.6	11.8	.0070
Holmes	135,571	11,635	24.3	16.5	7.2	6.8	.0044
Humphreys	95,200	15,113	25.2	20.4	8.6	11.0	.0028
Issaquena	11,333	13,883	28.4	21.3	8.7	5.0	.0004
Itawamba	208,865	23,343	22.2	30.2	18.3	8.8	.0052
Jasper	139,535	18,301	24.0	24.5	13.0	9.0	.0040
Jefferson	53,362	13,100	25.2	18.0	7.8	8.5	.0016
Jefferson Davis	104,072	16,727	27.1	22.3	11.1	8.8	.0033
Jones	645,809	21,700	24.3	26.1	14.1	13.4	.0192
Kemper	89,878	16,718	27.8	23.9	9.9	8.2	.0024
Lafayette	304,502	19,736	24.5	23.5	12.9	13.0	.0092
Lamar	353,759	26,058	20.3	24.7	16.9	19.1	.0085
Lauderdale	838,294	22,417	21.8	24.9	15.6	14.2	.0263
Meridian	454,917	19,924	22.8	22.8	13.3	13.8	.0180
Lawrence	114,100	20,159	24.1	26.9	12.2	11.3	.0030
Leake	153,493	18,400	24.9	26.8	12.3	7.2	.0049
Lee	847,581	27,474	19.3	26.9	18.9	17.8	.0257
Leflore	354,162	17,894	23.3	22.5	10.9	12.4	.0112
Lincoln	295,703	20,436	23.6	24.8	13.6	12.6	.0093
Lowndes	690,037	25,522	19.7	25.4	16.7	17.8	.0202
Marion	236,651	18,697	27.5	24.8	12.2	9.7	.0070
Marshall	259,794	21,195	22.8	26.2	14.7	11.4	.0071
Monroe	364,196	22,785	21.8	26.2	17.6	11.9	.0101
Montgomery	105,741	18,377	26.5	23.7	14.6	8.0	.0032
Neshoba	210,892	19,759	24.2	28.3	13.9	7.3	.0070
Newton	194,191	21,804	22.7	28.6	14.4	11.0	.0055
Noxubee	89,510	17,044	26.9	25.6	8.8	8.0	.0026
Oktibbeha	364,239	20,172	21.2	19.9	14.9	15.5	.0109
Panola	238,336	18,848	24.0	27.3	12.3	7.8	.0080
Pearl River	396,759	22,369	23.9	24.8	16.1	13.7	.0112
Perry	95,360	20,129	23.4	25.6	14.0	10.6	.0026
Pike	309,532	16,820	25.8	22.3	10.8	10.0	.0109
Pontotoc	217,666	21,807	25.1	27.7	16.6	9.4	.0058
Prentiss	219,176	19,734	25.9	28.1	12.5	8.7	.0070

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Quitman	76,066	17,014	24.0	24.2	10.7	8.8	.0022
Scott	205,602	18,562	24.5	26.3	11.4	9.1	.0067
Sharkey	45,823	15,399	25.5	20.7	11.3	8.6	.0014
Simpson	212,232	20,829	24.7	28.2	14.4	9.3	.0066
Smith	142,614	21,590	22.6	28.5	13.7	11.1	.0036
Stone	103,471	21,855	22.6	26.1	16.5	11.4	.0032
Sunflower	253,415	17,181	24.2	21.4	11.3	11.5	.0082
Tallahatchie	106,850	16,021	25.5	24.7	10.7	5.8	.0032
Tate	201,410	23,349	22.4	27.2	18.0	11.7	.0063
Tippah	173,231	19,172	26.5	29.1	12.0	6.7	.0054
Tishomingo	185,128	21,791	24.3	28.4	15.4	9.8	.0050
Tunica	53,256	12,500	27.8	15.9	7.2	7.8	.0018
Union	236,276	24,056	21.5	29.7	18.5	10.4	.0066

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Walthall	110,623	16,084	29.2	20.7	10.5	9.4	.0034
Warren	544,672	25,760	18.2	22.7	17.5	19.8	.0169
Washington	624,284	19,843	21.7	22.6	13.7	13.3	.0204
Greenville	433,550	20,551	20.8	23.7	14.0	13.2	.0151
Wayne	157,110	17,807	26.5	26.0	11.7	7.2	.0048
Webster	86,505	18,448	25.6	26.7	11.2	8.4	.0026
Wilkinson	63,617	13,217	28.6	20.9	6.8	4.3	.0020
Winston	181,354	20,368	23.3	26.1	14.5	10.1	.0053
Yalobusha	101,592	17,680	24.1	27.5	11.4	6.2	.0028
Yazoo	206,075	16,089	24.6	21.3	11.2	9.3	.0062
TOTAL METRO COUNTIES	**9,688,587**	**28,002**	**19.1**	**25.9**	**18.5**	**20.1**	**.2738**
TOTAL STATE	**26,565,004**	**22,446**	**22.2**	**25.2**	**15.2**	**14.2**	**.7861**

Missouri

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
COLUMBIA	**114.3**	**.0450**	**28.2**	**21.3**	**18.3**	**19.6**	**17.9**	**42.6**
Boone	114.3	.0450	28.2	21.3	18.3	19.6	17.9	42.6
• Columbia	70.2	.0277	26.0	29.3	17.7	17.0	17.1	26.2
SUBURBAN TOTAL	44.1	.0173	31.3	8.4	19.3	23.7	19.2	16.4
JOPLIN	**136.4**	**.0538**	**34.7**	**9.5**	**14.9**	**20.4**	**29.2**	**53.6**
Jasper	91.4	.0361	34.5	9.8	15.1	20.1	29.2	36.5
• Joplin	41.4	.0163	34.5	11.7	15.9	18.9	30.3	17.7
Newton	45.0	.0177	35.2	8.9	14.2	20.8	29.4	17.1
SUBURBAN TOTAL	95.0	.0375	34.8	8.5	14.4	21.0	28.8	35.9
KANSAS CITY	**1,607.2**	**.6338**	**33.2**	**8.9**	**17.5**	**22.4**	**24.5**	**618.5**
Cass	66.6	.0263	32.7	8.3	16.4	22.3	23.8	23.9
Clay	157.1	.0619	33.2	9.5	17.7	23.0	23.8	60.4
Jackson	637.4	.2513	33.5	9.4	17.6	21.0	26.3	234.3
Blue Springs	40.4	.0159	30.2	8.7	16.9	27.1	14.8	13.6
Independence	113.0	.0446	34.8	9.1	16.9	20.4	29.3	45.6
• Kansas City	438.0	.1727	33.1	9.7	18.8	20.5	25.9	178.8
Lee's Summit	46.8	.0185	32.4	7.6	18.8	23.6	21.6	17.8
Lafayette	31.5	.0124	35.8	8.3	14.1	20.3	30.8	11.9
Platte	60.7	.0240	33.1	9.1	18.0	25.9	20.6	23.2
Ray	22.4	.0089	34.6	7.3	14.6	21.6	27.9	8.2
Johnson, Kans.	*379.8*	*.1498*	*33.2*	*8.0*	*18.4*	*25.2*	*21.5*	*146.3*
• Olathe	*67.8*	*.0267*	*28.8*	*9.2*	*21.5*	*24.0*	*12.7*	*23.0*
Overland Park	*119.6*	*.0472*	*34.3*	*8.0*	*18.3*	*25.3*	*23.5*	*48.2*
Leavenworth, Kans.	*66.7*	*.0263*	*33.3*	*7.9*	*18.6*	*26.1*	*20.7*	*20.6*
• Leavenworth	*39.9*	*.0157*	*32.9*	*8.2*	*19.9*	*26.5*	*19.3*	*12.0*
Miami, Kans.	*24.2*	*.0095*	*34.8*	*7.4*	*15.0*	*21.9*	*27.8*	*8.7*
Wyandotte, Kans.	*160.8*	*.0634*	*32.0*	*9.5*	*16.8*	*19.2*	*25.8*	*61.0*
• Kansas City	*148.6*	*.0586*	*31.9*	*9.6*	*17.0*	*19.0*	*25.7*	*56.7*
SUBURBAN TOTAL	912.9	.3601	34.0	8.4	16.9	23.6	24.6	348.0
ST. JOSEPH	**82.7**	**.0327**	**34.6**	**9.4**	**15.3**	**19.2**	**30.1**	**32.2**
Buchanan	82.7	.0327	34.6	9.4	15.3	19.2	30.1	32.2
• St. Joseph	71.5	.0282	34.5	9.6	15.2	18.7	30.5	28.1
SUBURBAN TOTAL	11.2	.0045	35.5	7.8	14.6	23.0	27.9	4.1

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**921,455**	**138,378**	**81,217**	**153,116**	**31,828**	**223,051**	**15,181**
Boone	921,455	138,378	81,217	153,116	31,828	223,051	15,181
• Columbia	835,460	125,176	78,212	145,286	30,947	210,439	14,937
SUBURBAN TOTAL	85,995	13,202	3,005	7,830	881	12,612	244
JOPLIN	**1,058,134**	**204,729**	**94,124**	**178,003**	**25,860**	**260,508**	**20,193**
Jasper	855,531	164,409	78,309	159,018	14,632	202,197	13,581
• Joplin	655,989	100,954	68,862	133,607	15,699	167,902	11,544
Newton	202,603	40,320	15,815	18,985	11,228	58,311	6,612
SUBURBAN TOTAL	402,145	103,775	25,262	44,396	10,161	92,606	8,649
KANSAS CITY	**12,625,623**	**2,387,488**	**1,348,008**	**1,816,807**	**480,122**	**3,342,790**	**406,803**
Cass	324,253	77,393	24,451	29,968	5,923	80,816	18,957
Clay	1,420,877	204,587	119,370	244,071	56,921	387,156	43,431
Jackson	5,302,127	892,974	599,713	769,916	177,091	1,418,653	177,637
Blue Springs	324,435	68,047	25,622	41,515	8,212	95,808	8,663
Independence	925,466	146,314	86,894	160,413	38,520	268,993	36,341
• Kansas City	3,835,278	674,967	498,958	609,314	124,052	892,534	124,577
Lee's Summit	246,621	63,714	22,005	18,904	7,531	65,273	5,963
Lafayette	121,106	32,530	13,883	12,742	1,698	21,191	4,729
Platte	338,088	133,276	60,477	16,701	5,730	18,655	7,261
Ray	79,932	14,265	4,598	12,455	1,352	14,000	3,646
Johnson, Kans.	*3,707,724*	*671,695*	*290,752*	*553,385*	*195,768*	*1,043,650*	*103,861*
• Olathe	*568,894*	*124,412*	*33,946*	*54,909*	*13,428*	*240,386*	*13,274*
Overland Park	*1,666,698*	*184,747*	*143,168*	*355,076*	*92,630*	*446,025*	*49,964*
Leavenworth, Kans.	*287,614*	*61,160*	*23,748*	*43,926*	*8,273*	*79,113*	*3,453*
• Leavenworth	*232,711*	*50,050*	*20,544*	*40,890*	*6,542*	*70,907*	*1,993*
Miami, Kans.	*114,380*	*28,541*	*9,147*	*10,336*	*2,311*	*35,688*	*4,019*
Wyandotte, Kans.	*929,521*	*171,234*	*101,869*	*122,507*	*25,055*	*243,868*	*59,809*
• Kansas City	*847,569*	*156,635*	*95,237*	*114,485*	*24,385*	*213,687*	*36,082*
SUBURBAN TOTAL	7,141,170	1,281,591	599,323	996,409	311,715	1,925,276	230,877
ST. JOSEPH	**610,742**	**114,425**	**57,347**	**126,559**	**15,389**	**140,491**	**14,409**
Buchanan	610,742	114,425	57,347	126,559	15,389	140,491	14,409
• St. Joseph	583,179	108,884	55,687	126,559	14,857	131,831	14,409
SUBURBAN TOTAL	27,563	5,541	1,660		532	8,660	

MO. (cont.)

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ST. LOUIS	**2,475.7**	**.9761**	**33.5**	**9.1**	**17.0**	**21.3**	**26.2**	**936.3**	**18,310,538**	**3,469,068**	**1,986,684**	**2,658,587**	**684,088**	**4,241,250**	**670,049**
Franklin	84.2	.0332	32.6	9.2	16.0	20.7	25.4	29.2	502,807	107,668	38,262	55,030	13,010	118,596	16,710
Jefferson	177.2	.0698	31.0	9.0	18.4	22.4	20.3	61.3	866,303	228,150	68,503	143,540	13,866	152,592	15,830
St. Charles	231.5	.0913	30.7	8.7	19.3	23.9	17.9	81.0	1,553,068	350,330	134,556	224,886	57,526	300,159	36,227
● St. Charles	59.3	.0234	31.9	11.1	20.4	21.3	22.3	23.6	681,815	88,536	76,783	55,422	26,924	223,330	25,393
St. Peters	49.8	.0196	29.3	6.7	21.3	36.0	11.9	16.6	328,937	75,253	16,258	56,021	8,894	37,403	4,384
St. Louis	1,005.2	.3964	35.1	8.7	16.5	22.5	27.5	385.8	9,180,157	1,526,752	925,489	1,304,519	407,718	2,540,774	342,521
Florissant	51.8	.0204	34.9	8.6	17.9	18.9	31.0	19.5	421,871	140,029	43,298	27,085	9,979	100,012	24,308
University City	40.5	.0160	34.4	10.3	17.0	22.3	26.6	16.7	142,104	48,172	19,381	13,186	9,565	2,478	14,065
St. Louis city	386.3	.1523	33.1	10.1	17.7	17.6	29.1	160.7	2,410,317	507,632	463,222	255,156	53,111	387,748	118,829
● St. Louis	386.3	.1523	33.1	10.1	17.7	17.6	29.1	160.7	2,410,317	507,632	463,222	255,156	53,111	387,748	118,829
Clinton, Ill.	*34.2*	*.0135*	*33.2*	*9.4*	*16.5*	*19.9*	*27.1*	*11.7*	*164,553*	*36,578*	*10,180*	*15,594*	*7,499*	*34,974*	*4,161*
Jersey, Ill.	*20.7*	*.0082*	*33.6*	*10.3*	*14.7*	*20.0*	*28.0*	*7.5*	*115,730*	*13,997*	*9,732*	*22,291*	*3,062*	*37,425*	*3,684*
Madison, Ill.	*250.7*	*.0988*	*34.4*	*9.3*	*15.9*	*20.8*	*28.2*	*95.4*	*1,745,246*	*435,351*	*159,831*	*235,411*	*45,273*	*346,227*	*65,107*
● Alton	*33.1*	*.0131*	*33.9*	*9.2*	*16.3*	*18.1*	*30.1*	*13.0*	*384,063*	*44,093*	*36,059*	*75,932*	*16,581*	*89,870*	*13,562*
● Granite City	*33.0*	*.0130*	*34.9*	*9.0*	*16.1*	*19.5*	*30.3*	*13.0*	*263,946*	*80,367*	*26,992*	*20,491*	*6,609*	*37,515*	*15,708*
Monroe, Ill.	*23.2*	*.0091*	*34.3*	*8.0*	*16.3*	*20.7*	*28.1*	*8.5*	*142,096*	*38,234*	*16,134*	*10,204*	*3,608*	*31,232*	*4,014*
St. Clair, Ill.	*262.5*	*.1035*	*32.3*	*9.5*	*16.2*	*19.9*	*25.7*	*95.2*	*1,630,261*	*224,376*	*160,775*	*391,956*	*79,415*	*291,523*	*62,966*
● Belleville	*42.7*	*.0168*	*35.7*	*8.4*	*17.5*	*18.6*	*32.4*	*17.7*	*491,451*	*79,526*	*40,086*	*46,647*	*19,222*	*178,926*	*26,064*
● East St. Louis	*40.9*	*.0161*	*27.9*	*11.4*	*13.4*	*17.6*	*22.9*	*13.0*	*100,591*	*19,908*	*15,287*	*3,219*	*1,950*	*1,397*	*10,417*
SUBURBAN TOTAL	1,880.4	.7414	33.7	8.8	16.8	22.3	25.5	695.3	13,978,357	2,649,004	1,328,255	2,201,720	559,688	3,322,460	460,076
SPRINGFIELD	**248.2**	**.0979**	**33.1**	**13.3**	**15.9**	**21.1**	**25.8**	**95.7**	**2,111,044**	**307,901**	**178,733**	**398,186**	**47,908**	**543,951**	**34,602**
Christian	35.1	.0139	32.9	8.3	16.4	22.8	23.8	12.8	145,708	33,135	8,822	11,614	2,100	55,147	1,869
Greene	213.1	.0840	33.1	14.2	15.7	20.8	26.2	82.9	1,965,336	274,766	169,911	386,572	45,808	488,804	32,733
● Springfield	144.0	.0568	32.5	17.2	16.0	18.5	27.5	58.3	1,802,140	247,180	163,893	375,348	44,730	425,737	31,019
SUBURBAN TOTAL	104.2	.0411	33.8	8.0	15.7	24.6	23.5	37.4	308,904	60,721	14,840	22,838	3,178	118,214	3,583

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POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
OTHER COUNTIES															
Adair	24.3	.0095	28.1	25.4	13.1	16.9	24.0	8.9	177,198	38,988	17,517	28,770	4,612	35,730	3,732
Andrew	14.8	.0059	35.7	7.8	14.1	21.5	29.5	5.6	42,584	10,525	3,186	1,732	382	18,941	190
Atchison	7.2	.0028	38.4	10.8	12.1	19.1	35.4	2.9	27,978	6,570	3,405	453	159	3,093	3,156
Audrain	23.2	.0092	37.6	6.9	13.0	19.9	33.8	9.0	140,551	33,926	11,736	18,868	6,908	23,147	5,464
Barry	28.3	.0111	37.9	7.6	13.3	18.8	34.9	11.2	126,257	40,589	7,526	23,557	2,507	15,883	1,942
Barton	11.4	.0045	36.7	6.9	14.4	18.2	34.1	4.6	46,375	10,727	3,741	7,348	610	9,855	339
Bates	15.1	.0060	38.2	6.9	12.7	18.6	35.7	6.0	64,958	20,671	5,209	9,868	999	15,621	1,168
Benton	14.1	.0055	45.0	6.1	10.4	18.6	43.4	5.9	62,946	6,256	3,964	10,756	900	16,345	1,669
Bollinger	10.8	.0043	36.4	8.1	13.6	19.4	32.5	4.0	33,314	7,583	960	769	772	14,738	586
Butler	38.7	.0152	36.5	8.2	13.9	19.8	32.2	15.3	292,621	67,860	18,340	38,250	8,603	71,981	6,377
Caldwell	8.4	.0033	38.3	7.0	12.5	18.6	35.7	3.2	15,804	7,578	1,246	55	89	2,563	376
Callaway	33.8	.0134	33.0	11.0	15.8	21.4	25.5	11.6	161,362	40,141	13,003	13,310	2,775	30,286	1,953
Camden	28.6	.0112	41.9	6.2	12.4	20.2	39.3	11.8	260,442	50,744	26,103	41,713	10,336	45,447	1,341
Cape Girardeau	62.3	.0246	32.8	14.3	15.2	20.2	26.4	23.8	618,645	88,740	50,199	132,224	23,075	132,102	11,566
Carroll	10.5	.0041	38.7	6.8	12.1	18.9	35.9	4.3	39,125	12,229	2,305	2,822	898	5,744	760
Carter	5.6	.0022	36.2	7.9	12.7	19.9	31.8	2.1	14,757	6,228	527	742	122	3,277	443
Cedar	12.1	.0048	42.8	6.4	11.0	17.4	41.9	5.0	51,977	16,336	2,158	2,147	1,345	12,025	2,963
Chariton	9.0	.0035	39.4	6.4	12.3	18.1	37.4	3.6	24,600	7,680	1,210	207	597	4,770	1,096
Clark	7.4	.0029	36.2	7.8	13.1	20.2	31.5	2.8	30,290	6,530	812	1,096	79	4,731	319
Clinton	16.8	.0066	35.7	7.1	14.1	21.4	29.6	6.3	77,181	13,929	8,165	10,230	463	12,772	1,334
Cole	64.4	.0254	33.2	9.7	18.5	22.5	24.2	23.4	729,719	75,273	43,958	101,111	13,846	134,799	12,975
Cooper	14.8	.0059	34.6	12.6	13.3	18.3	31.2	5.3	72,087	18,410	6,867	9,382	1,706	16,836	2,331
Crawford	19.7	.0077	36.1	7.4	14.2	18.7	32.7	7.5	96,167	16,508	4,467	26,858	771	14,351	1,847
Dade	7.5	.0030	39.6	6.2	12.9	17.8	37.9	3.0	18,970	4,774	1,515		174	4,577	789
Dallas	13.1	.0052	37.3	6.9	13.2	19.0	34.0	5.1	51,671	12,728	2,434	8,493	1,900	14,409	1,138
Daviess	7.8	.0030	38.5	6.6	12.1	18.0	36.1	3.0	33,004	5,225	1,335	2,775	245	3,093	303
De Kalb	10.9	.0043	34.1	10.1	20.3	19.6	28.6	3.3	22,945	6,069	1,717	803	330	8,908	176
Dent	13.7	.0054	37.9	7.0	12.6	19.5	34.5	5.3	61,041	16,410	3,784	13,279	2,611	8,670	1,916
Douglas	12.0	.0048	37.7	7.0	12.6	19.7	33.9	4.7	56,240	10,950	1,763	12,791	207	17,055	681
Dunklin	32.6	.0128	36.7	8.1	13.1	19.5	32.8	12.9	182,581	43,583	12,092	27,491	4,113	48,834	8,476
Gasconade	14.2	.0056	38.1	7.0	14.1	17.9	36.0	5.7	72,722	14,789	5,001	13,616	1,151	13,356	2,173
Gentry	6.6	.0026	41.1	6.4	12.6	15.8	40.6	2.6	29,740	10,603	1,193	711	267	6,896	748
Grundy	10.3	.0041	40.5	6.7	12.3	19.3	38.1	4.3	52,156	16,916	3,142	5,530	1,121	2,686	1,537
Harrison	8.3	.0033	42.2	6.2	12.6	17.5	40.9	3.5	81,529	5,426	2,267	11,823	364	17,096	669
Henry	20.1	.0079	38.9	7.3	12.9	19.4	35.8	8.2	127,926	29,670	10,355	16,751	2,930	29,737	5,926
Hickory	7.4	.0029	50.1	5.0	9.0	16.5	50.2	3.2	16,326	2,517	3,136	364	245	2,124	722
Holt	5.9	.0023	39.1	6.6	12.4	18.6	36.9	2.4	26,608	5,156	845	645	48	7,693	93
Howard	9.6	.0038	35.6	11.1	13.2	17.7	33.0	3.6	25,757	5,206	2,833	1,707	120	3,298	1,800
Howell	31.9	.0126	37.0	7.8	13.2	19.9	32.8	12.5	203,396	63,799	10,623	28,082	5,463	36,714	6,035
Iron	10.7	.0042	37.6	7.3	12.6	19.0	34.4	4.0	42,979	14,729	1,198	1,101	543	11,389	1,691
Johnson	43.5	.0172	26.6	22.5	16.1	16.7	19.8	14.8	181,839	38,789	23,185	19,271	2,995	50,219	4,528
Knox	4.3	.0017	40.7	6.9	12.2	18.8	38.4	1.8	10,275	4,012	444	1,285	225	2,086	314
Laclede	27.6	.0109	34.7	8.5	15.0	20.0	29.5	10.6	216,606	31,844	14,714	29,908	4,369	56,208	1,677
Lawrence	30.7	.0121	36.2	7.8	13.8	19.3	32.3	11.9	127,789	33,933	10,398	12,272	1,803	21,718	2,283
Lewis	10.0	.0039	35.0	13.6	12.7	17.9	32.1	3.6	31,304	7,704	1,553	1,064	64	11,727	1,408
Lincoln	30.5	.0121	32.2	7.7	16.9	20.9	24.3	10.9	129,553	37,888	11,885	11,562	2,254	31,298	3,027
Linn	13.7	.0054	40.0	6.2	12.6	18.0	38.4	5.7	79,701	22,463	5,284	11,499	2,258	21,281	1,373
Livingston	14.5	.0057	37.7	7.3	13.6	20.1	33.7	5.6	103,356	15,150	7,745	18,852	4,152	25,951	971
McDonald	17.3	.0068	34.6	8.4	14.5	19.4	30.0	6.5	64,071	10,847	6,090	1,116	3,714	6,888	1,059
Macon	15.3	.0060	39.0	7.2	12.6	19.4	36.1	6.1	83,250	14,626	6,010	12,144	1,499	14,837	1,665
Madison	11.4	.0045	37.2	7.7	13.7	18.4	34.4	4.5	52,302	12,473	3,521	8,561	617	11,004	911
Maries	8.1	.0032	37.3	7.9	13.2	19.1	33.8	3.0	21,127	4,117	666	1,179	264	8,437	
Marion	27.5	.0109	35.3	8.0	14.3	19.3	31.1	10.7	203,004	31,601	18,677	35,920	6,867	48,381	5,553
Mercer	3.5	.0013	44.2	5.1	11.5	16.8	44.1	1.5	5,793	3,439	316		25	247	137
Miller	21.0	.0083	34.5	8.1	14.6	19.6	29.7	8.1	153,331	24,650	14,079	9,275	4,371	68,528	2,687
Mississippi	14.3	.0057	34.4	8.2	13.7	19.1	30.0	5.4	88,871	20,502	2,710	7,929	633	11,321	3,212
Moniteau	12.3	.0048	34.8	8.1	14.5	19.7	30.0	4.6	56,865	12,149	2,612	977	748	25,405	1,550
Monroe	9.0	.0036	36.6	6.8	13.5	18.5	33.5	3.5	31,724	8,528	3,691	1,438	730	4,371	901
Montgomery	11.4	.0044	37.7	6.9	13.4	18.5	34.9	4.4	83,708	14,892	2,205	1,218	290	10,774	1,438
Morgan	15.9	.0063	42.1	6.7	11.6	18.1	40.3	6.4	100,709	29,191	5,272	12,597	2,366	28,737	1,717
New Madrid	20.4	.0081	33.7	8.5	14.0	19.5	28.6	7.6	74,149	7,769	2,656	7,568	2,432	7,502	3,677
Nodaway	21.7	.0086	29.0	22.2	12.6	15.7	26.7	7.5	100,924	25,127	12,210	19,535	1,385	10,308	1,369
Oregon	9.4	.0037	40.4	7.2	11.5	20.5	37.0	3.8	50,651	11,193	2,859	9,585	689	7,617	311
Osage	12.0	.0047	33.1	10.2	14.7	18.6	28.6	4.3	58,593	5,246	1,340	440	188	28,988	706
Ozark	8.8	.0035	42.4	6.0	11.4	18.9	40.6	3.6	29,580	10,576	974	2,801	125	9,059	433
Pemiscot	21.6	.0085	33.1	8.6	12.8	17.7	29.9	8.2	90,761	20,708	10,190	10,947	1,164	19,894	4,038
Perry	16.7	.0066	35.0	8.1	13.8	19.0	31.0	6.1	106,916	9,386	9,009	44,577	899	15,194	3,919
Pettis	35.6	.0140	35.2	8.4	15.2	19.4	30.9	14.2	256,041	50,137	23,694	30,096	5,544	66,600	7,363
Phelps	35.7	.0141	32.5	15.0	14.6	19.1	27.2	13.5	262,655	47,003	23,621	43,721	7,275	65,584	5,037
Pike	15.9	.0062	36.6	7.2	13.2	19.5	32.7	6.1	69,654	11,866	4,549	10,374	944	13,178	6,388
Polk	22.4	.0088	34.0	13.5	13.0	17.9	30.9	8.2	105,786	32,029	9,104	17,255	1,484	20,779	1,534
Pulaski	40.8	.0161	27.1	16.4	20.2	18.4	15.6	12.3	166,966	21,839	13,117	13,778	4,924	73,591	1,523
Putnam	4.9	.0019	42.4	6.8	11.7	17.6	41.4	2.1	12,385	6,501	737	585	107	1,427	203

METRO & COUNTY TOTALS

MO. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
Ralls	8.5	.0034	37.0	6.8	13.4	23.3	30.8	3.2
Randolph	24.2	.0095	34.9	9.2	15.8	20.3	29.5	8.9
Reynolds	6.5	.0025	37.7	6.9	13.1	19.9	33.7	2.3
Ripley	12.4	.0049	37.7	7.5	12.3	18.0	35.4	4.9
St. Clair	8.5	.0033	42.5	6.3	11.2	17.7	41.4	3.5
Ste. Genevieve	16.4	.0065	34.4	7.7	15.0	20.1	29.1	5.9
St. Francois	50.3	.0198	34.9	9.0	15.5	19.7	30.2	18.3
Saline	23.4	.0092	35.8	9.9	13.7	19.4	31.8	8.9
Schuyler	4.1	.0016	39.7	6.8	12.8	17.9	37.8	1.7
Scotland	4.7	.0019	39.6	6.8	12.5	17.5	37.9	1.9
Scott	39.6	.0156	33.6	8.8	14.6	20.7	27.3	14.9
Shannon	7.6	.0030	36.2	7.5	14.1	20.0	31.8	2.9
Shelby	6.8	.0026	39.4	5.9	12.8	17.9	37.5	2.8
Stoddard	28.9	.0114	37.3	8.4	13.4	20.1	33.0	11.4
Stone	19.8	.0078	43.1	6.7	11.4	19.2	41.2	8.2
Sullivan	6.2	.0025	42.5	7.4	11.4	18.8	40.5	2.6
Taney	26.4	.0104	41.0	9.7	12.0	18.3	39.2	10.7
Texas	21.5	.0085	37.0	7.2	13.1	19.6	33.1	8.5
Vernon	18.9	.0074	36.2	8.7	13.3	20.3	31.5	7.3
Warren	20.5	.0081	33.9	7.7	15.8	20.0	28.3	7.4
Washington	20.9	.0082	32.0	9.2	15.4	20.2	25.2	7.2
Wayne	11.7	.0047	40.5	7.6	12.1	18.0	38.5	4.6
Webster	24.6	.0097	33.2	8.9	15.0	21.0	26.3	8.7
Worth	2.3	.0009	43.7	5.6	10.8	16.4	42.9	1.0
Wright	16.8	.0066	35.7	7.5	13.4	18.4	32.6	6.5
TOTAL METRO COUNTIES	**3,441.7**	**1.3572**	**33.4**	**9.8**	**17.1**	**21.4**	**25.8**	**1,324.0**
TOTAL STATE	**5,184.8**	**2.0442**	**34.0**	**9.7**	**16.2**	**20.7**	**27.6**	**1,986.9**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Ralls	19,618	4,801	875	891	139	9,801	
Randolph	143,542	33,462	10,686	20,037	3,567	38,170	4,431
Reynolds	14,039	5,258	745	630	87	991	456
Ripley	47,798	19,676	2,007	3,508	515	14,356	2,029
St. Clair	34,719	8,455	2,405	391	380	11,281	75
Ste. Genevieve	55,785	11,346	7,851	1,892	607	11,576	2,595
St. Francois	276,891	53,146	18,356	50,930	7,638	52,717	9,592
Saline	116,006	30,315	8,200	15,128	2,548	22,910	3,595
Schuyler	15,656	3,489	537		736	8,165	111
Scotland	20,306	5,435	1,343	2,520	71	3,768	168
Scott	293,236	83,108	22,267	24,983	6,524	61,660	5,615
Shannon	16,019	4,350	1,416	43	172	2,268	261
Shelby	28,935	8,904	1,555	842	348	6,604	1,021
Stoddard	172,592	43,725	9,085	15,549	2,587	62,859	3,661
Stone	70,694	15,401	4,686	2,013	1,510	17,856	1,972
Sullivan	16,884	6,143	620	270	642	2,617	340
Taney	202,911	40,317	34,432	12,324	2,421	34,825	3,054
Texas	105,918	23,525	6,056	11,496	1,097	33,214	2,047
Vernon	104,161	21,623	10,290	10,433	2,741	23,259	3,315
Warren	69,673	13,967	8,217	7,203	470	10,346	2,500
Washington	58,661	16,872	1,340	8,878		12,919	1,753
Wayne	42,783	13,979	3,546	4,770	942	7,453	1,156
Webster	91,128	18,308	3,386	12,439	1,069	15,653	625
Worth	8,917	3,620	268		105	643	68
Wright	78,409	32,631	5,693	9,199	1,442	16,725	999
TOTAL METRO COUNTIES	**26,800,410**	**4,840,990**	**2,863,945**	**3,924,848**	**914,931**	**6,608,341**	**870,163**
TOTAL STATE	**36,427,985**	**6,873,603**	**3,586,959**	**5,178,776**	**1,125,069**	**8,773,988**	**1,093,314**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
COLUMBIA	**1,559,176**	**28,826**	**18.9**	**25.7**	**17.8**	**22.4**	**.0452**
Boone	1,559,176	28,826	18.9	25.7	17.8	22.4	.0452
• Columbia	934,633	25,302	21.5	22.9	14.5	21.9	.0318
SUBURBAN TOTAL	624,543	33,064	14.9	29.8	23.0	23.3	.0134
JOPLIN	**1,583,757**	**24,049**	**23.4**	**29.9**	**16.4**	**12.9**	**.0493**
Jasper	1,053,454	23,621	23.9	29.6	16.2	12.4	.0354
• Joplin	504,698	22,312	25.6	28.8	14.4	12.1	.0208
Newton	530,303	24,930	22.2	30.8	16.8	14.0	.0139
SUBURBAN TOTAL	1,079,059	24,899	22.3	30.5	17.4	13.3	.0285
KANSAS CITY	**25,924,628**	**35,208**	**14.7**	**24.7**	**20.8**	**29.5**	**.6826**
Cass	925,859	34,538	15.4	26.7	23.9	25.3	.0230
Clay	2,469,211	36,229	14.2	26.6	24.0	28.2	.0689
Jackson	9,306,091	31,615	16.9	25.4	20.2	24.3	.2651
Blue Springs	646,884	43,722	8.7	20.2	26.2	39.3	.0172
Independence	1,632,662	32,173	17.9	27.0	22.2	22.8	.0460
• Kansas City	6,583,952	30,307	17.2	25.8	19.2	23.2	.1860
Lee's Summit	843,684	42,668	10.9	20.3	22.9	38.9	.0191
Lafayette	392,367	27,773	20.4	30.3	19.5	16.9	.0098
Platte	1,046,250	40,692	11.6	23.6	23.2	35.9	.0244
Ray	277,189	30,776	17.6	27.5	22.2	20.0	.0069
Johnson, Kans.	*8,206,805*	*47,405*	*8.4*	*20.1*	*20.5*	*46.6*	*.2011*
• Olathe	*1,079,505*	*43,958*	*9.0*	*22.3*	*22.7*	*41.1*	*.0292*
Overland Park	*2,669,894*	*48,836*	*8.4*	*19.9*	*19.3*	*48.5*	*.0727*
Leavenworth, Kans.	*969,639*	*37,313*	*12.8*	*24.4*	*24.0*	*30.0*	*.0231*
• Leavenworth	*585,912*	*34,486*	*14.2*	*26.0*	*23.7*	*25.4*	*.0148*

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Miami, Kans.	*330,060*	*32,548*	*17.0*	*26.4*	*21.7*	*24.2*	*.0087*
Wyandotte, Kans.	*1,801,157*	*25,821*	*20.6*	*29.1*	*18.6*	*14.3*	*.0521*
• Kansas City	*1,643,506*	*25,354*	*20.8*	*29.4*	*18.2*	*13.7*	*.0477*
SUBURBAN TOTAL	16,031,753	39,134	12.7	23.6	22.0	34.6	.4049
ST. JOSEPH	**1,001,411**	**25,945**	**20.9**	**27.8**	**18.2**	**15.6**	**.0300**
Buchanan	1,001,411	25,945	20.9	27.8	18.2	15.6	.0300
• St. Joseph	857,724	25,162	21.4	27.7	17.5	14.9	.0268
SUBURBAN TOTAL	143,687	31,959	18.1	27.5	23.7	20.5	.0032
ST. LOUIS	**38,851,311**	**35,125**	**15.0**	**23.8**	**20.8**	**29.4**	**1.0179**
Franklin	1,013,756	31,148	18.0	28.3	23.6	19.6	.0284
Jefferson	2,312,819	35,508	14.3	26.4	26.4	24.5	.0592
St. Charles	3,757,062	43,629	9.5	21.1	24.7	39.7	.0943
• St. Charles	985,442	37,342	12.7	26.4	23.1	30.8	.0291
St. Peters	817,085	48,594	6.7	16.3	26.9	47.3	.0203
St. Louis	19,180,960	41,186	11.7	22.2	21.5	37.9	.4877
Florissant	815,334	40,040	10.6	24.5	27.0	32.3	.0220
University City	716,614	35,330	14.3	23.1	18.7	31.8	.0151
St. Louis city	4,558,977	22,277	22.8	25.8	14.7	14.0	.1313
• St. Louis	4,558,977	22,277	22.8	25.8	14.7	14.0	.1313
Clinton, Ill.	*436,598*	*33,792*	*16.0*	*25.4*	*24.7*	*23.3*	*.0113*
Jersey, Ill.	*256,187*	*30,248*	*19.6*	*26.0*	*23.1*	*19.0*	*.0070*
Madison, Ill.	*3,553,057*	*32,711*	*16.8*	*24.7*	*21.2*	*25.2*	*.0962*
• Alton	*391,196*	*25,603*	*21.3*	*26.1*	*19.8*	*14.4*	*.0142*
• Granite City	*439,647*	*28,498*	*19.4*	*26.0*	*18.8*	*21.0*	*.0129*
Monroe, Ill.	*352,927*	*38,881*	*13.2*	*23.4*	*25.4*	*30.9*	*.0089*

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
St. Clair, Ill.	*3,428,968*	*30,469*	*17.4*	*24.7*	*19.3*	*23.7*	*.0936*
• *Belleville*	*616,562*	*30,369*	*18.7*	*27.4*	*21.0*	*21.1*	*.0197*
• *East St. Louis*	*295,399*	*15,172*	*22.9*	*19.0*	*11.4*	*11.1*	*.0089*
SUBURBAN TOTAL	31,564,088	38,935	12.9	23.1	22.4	33.8	.8018
SPRINGFIELD	**3,240,192**	**27,465**	**20.5**	**29.2**	**18.6**	**17.4**	**.0978**
Christian	406,072	28,279	18.3	31.9	21.3	14.7	.0106
Greene	2,834,120	27,325	20.8	28.7	18.2	17.8	.0872
• Springfield	1,833,244	24,486	23.1	29.4	16.2	14.2	.0656
SUBURBAN TOTAL	1,406,948	32,291	16.4	28.9	22.4	22.3	.0322
OTHER COUNTIES							
Adair	244,125	19,824	24.9	24.5	13.0	12.1	.0082
Andrew	178,159	28,446	19.5	27.6	20.6	16.8	.0043
Atchison	83,562	23,882	23.8	30.5	17.2	11.1	.0021
Audrain	277,098	25,847	21.2	30.2	18.7	13.4	.0078
Barry	293,658	21,779	26.6	32.0	14.0	8.7	.0082
Barton	127,698	22,593	24.3	30.5	16.5	9.7	.0035
Bates	155,211	21,946	25.1	28.4	16.2	9.4	.0042
Benton	142,765	19,534	28.9	27.8	12.5	8.3	.0041
Bollinger	104,294	21,966	23.4	31.3	14.5	8.8	.0028
Butler	378,812	18,681	27.7	24.6	12.4	9.6	.0130
Caldwell	86,317	21,775	25.9	27.7	15.3	10.7	.0019
Callaway	391,004	29,268	18.8	31.4	19.9	18.4	.0107
Camden	374,374	25,091	22.6	31.9	16.1	14.8	.0115
Cape Girardeau	792,682	27,062	20.2	26.7	19.8	16.9	.0258
Carroll	115,263	21,660	26.0	28.3	14.2	11.4	.0030
Carter	44,429	17,154	27.2	27.9	8.8	6.3	.0013
Cedar	118,907	19,614	28.1	28.8	12.6	7.5	.0034
Chariton	105,540	24,020	23.9	29.1	16.1	13.6	.0025
Clark	71,620	21,912	25.9	29.8	14.2	9.7	.0021
Clinton	211,885	28,970	21.2	26.4	19.8	20.0	.0053
Cole	963,426	33,337	16.4	26.6	22.2	25.0	.0301
Cooper	157,396	25,157	24.1	28.4	19.7	12.5	.0046
Crawford	192,946	21,078	27.8	30.3	13.5	8.6	.0055
Dade	80,537	21,957	24.8	29.8	16.2	8.2	.0021
Dallas	125,638	19,553	28.1	26.9	13.6	8.3	.0035
Daviess	76,135	20,787	26.8	29.6	15.1	7.3	.0021
De Kalb	109,882	25,484	22.0	28.1	18.2	14.1	.0028
Dent	136,250	19,508	26.2	24.8	13.3	10.6	.0039
Douglas	115,775	18,567	29.2	27.9	11.6	6.3	.0035
Dunklin	319,755	17,993	26.1	24.0	11.8	9.7	.0099
Gasconade	163,774	24,510	23.4	30.0	18.7	11.4	.0046
Gentry	68,511	20,780	27.7	28.7	14.0	9.2	.0019
Grundy	113,793	20,657	25.3	26.5	14.6	10.4	.0032
Harrison	89,428	19,473	27.7	28.9	11.9	7.8	.0032
Henry	221,572	21,793	26.6	28.0	14.5	11.5	.0066
Hickory	69,725	18,524	29.8	30.5	9.3	5.8	.0018
Holt	63,961	21,672	26.3	29.4	15.2	9.5	.0018
Howard	105,908	24,498	22.4	28.0	18.6	13.4	.0025
Howell	308,541	19,273	26.9	26.7	13.0	8.5	.0101
Iron	96,569	19,466	26.2	27.3	12.8	8.7	.0028
Johnson	478,219	25,797	22.2	30.5	17.9	14.6	.0129
Knox	43,889	19,636	24.4	28.5	11.9	8.8	.0010

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MO. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Laclede	296,479	23,593	23.8	32.0	16.1	10.5	.0098
Lawrence	325,348	23,478	23.6	31.1	16.3	10.5	.0088
Lewis	100,003	23,175	23.0	29.2	16.6	10.7	.0027
Lincoln	370,832	31,149	17.7	26.2	24.1	19.6	.0095
Linn	145,207	20,074	29.0	25.9	13.7	10.5	.0044
Livingston	176,224	24,723	21.1	28.5	17.3	14.3	.0051
McDonald	158,345	20,126	27.4	28.6	13.8	7.9	.0046
Macon	172,840	23,921	23.7	28.6	16.4	13.2	.0049
Madison	104,743	18,931	29.9	28.4	11.5	7.2	.0032
Maries	77,829	20,910	27.8	28.7	14.7	8.7	.0019
Marion	302,386	23,902	24.1	29.1	17.0	11.8	.0097
Mercer	37,365	20,000	24.0	25.0	13.8	11.2	.0009
Miller	213,080	21,626	26.8	31.2	14.2	8.5	.0069
Mississippi	135,934	18,160	25.0	23.2	11.8	11.0	.0045
Moniteau	140,292	25,678	22.2	28.8	19.2	14.9	.0037
Monroe	90,107	21,186	26.4	30.1	13.7	9.0	.0025
Montgomery	125,609	24,360	23.1	29.5	18.8	10.9	.0039
Morgan	170,059	21,639	26.5	29.6	14.0	10.3	.0052
New Madrid	200,136	20,072	24.8	24.2	15.2	10.7	.0056
Nodaway	224,089	23,668	22.3	27.1	16.0	13.6	.0065
Oregon	78,596	15,836	29.8	21.6	10.1	7.1	.0026
Osage	138,764	29,427	18.5	27.6	24.6	16.2	.0037
Ozark	84,431	19,246	27.9	30.3	9.4	8.2	.0023
Pemiscot	185,754	16,242	25.6	22.5	11.5	8.6	.0057
Perry	186,100	26,636	21.3	29.7	18.9	14.9	.0057
Pettis	423,512	24,901	23.7	28.8	18.0	13.3	.0126
Phelps	413,854	23,849	23.0	26.8	15.3	15.4	.0127
Pike	173,666	24,024	23.0	28.3	16.9	13.5	.0047
Polk	215,410	21,063	25.5	29.3	13.5	9.7	.0064
Pulaski	426,632	25,550	21.8	35.8	17.5	11.7	.0117
Putnam	47,697	17,639	30.9	26.0	10.1	7.1	.0013
Ralls	101,885	26,865	21.4	29.0	18.5	17.0	.0024
Randolph	282,771	23,764	23.5	30.8	15.3	12.2	.0079
Reynolds	63,636	20,712	25.5	26.8	15.1	10.0	.0015
Ripley	99,528	15,716	30.1	22.7	9.5	6.0	.0031
St. Clair	88,026	20,544	25.9	27.2	14.8	9.3	.0023
Ste. Genevieve	186,501	28,471	19.4	30.1	23.7	13.4	.0048
St. Francois	534,793	23,618	24.0	28.3	16.4	13.3	.0157
Saline	269,345	24,205	24.6	30.9	16.5	12.8	.0073
Schuyler	40,876	19,227	28.3	27.8	11.4	8.7	.0011
Scotland	45,017	18,622	30.4	26.1	11.8	8.3	.0013
Scott	423,489	23,351	22.4	25.4	17.3	13.7	.0137
Shannon	63,945	17,307	32.5	25.2	9.7	6.9	.0017
Shelby	73,939	21,715	25.9	30.4	13.9	10.0	.0021
Stoddard	293,887	20,021	25.8	27.3	13.6	9.1	.0089
Stone	251,310	25,159	22.1	32.2	16.4	13.9	.0062
Sullivan	61,614	17,948	30.1	27.0	10.5	6.4	.0016
Taney	313,050	22,580	26.5	31.4	13.9	11.4	.0096
Texas	194,247	18,392	29.9	29.0	9.3	7.1	.0061
Vernon	197,991	22,115	25.9	30.4	14.3	10.7	.0058
Warren	251,169	31,024	21.4	24.7	23.0	20.0	.0061
Washington	173,616	19,416	25.6	25.1	14.3	9.2	.0049
Wayne	103,096	15,535	30.1	23.6	9.9	5.7	.0031
Webster	239,013	22,748	26.1	28.9	17.1	10.2	.0066
Worth	21,723	17,183	33.8	26.7	8.5	5.9	.0006
Wright	139,080	17,652	27.3	27.8	11.4	5.2	.0045
TOTAL METRO COUNTIES	**52,825,077**	**33,376**	**16.1**	**25.0**	**20.4**	**27.0**	**1.4213**
TOTAL STATE	**71,678,982**	**29,375**	**18.8**	**26.0**	**18.9**	**22.0**	**1.9700**

Montana

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BILLINGS	**112.8**	**.0445**	**33.8**	**8.5**	**16.1**	**22.5**	**25.5**	**44.5**
Yellowstone	112.8	.0445	33.8	8.5	16.1	22.5	25.5	44.5
• Billings	80.8	.0319	34.0	9.4	16.4	21.7	26.7	33.1
SUBURBAN TOTAL	32.0	.0126	33.1	6.4	15.2	24.7	22.4	11.4
GREAT FALLS	**77.9**	**.0307**	**33.1**	**8.7**	**16.5**	**20.8**	**26.1**	**30.3**
Cascade	77.9	.0307	33.1	8.7	16.5	20.8	26.1	30.3
• Great Falls	55.3	.0218	34.9	8.2	15.6	21.0	28.7	22.8
SUBURBAN TOTAL	22.6	.0089	29.5	10.1	18.2	20.3	19.7	7.5
OTHER COUNTIES								
Beaverhead	8.6	.0034	32.9	10.7	14.3	21.1	25.9	3.3
Big Horn	11.4	.0045	28.1	8.5	14.5	20.2	19.9	3.4
Blaine	6.7	.0026	31.8	7.1	13.8	19.8	25.8	2.4
Broadwater	3.4	.0014	37.0	5.0	13.1	21.7	31.3	1.3
Carbon	8.0	.0031	39.2	4.3	11.7	23.0	34.1	3.2
Carter	1.5	.0006	39.2	5.7	12.9	20.8	35.0	.6
Chouteau	5.4	.0022	37.4	5.2	12.9	21.0	32.7	2.0
Custer	11.6	.0045	36.2	7.2	13.5	20.6	31.2	4.6
Daniels	2.2	.0009	41.4	3.8	10.9	20.8	38.9	.9
Dawson	9.0	.0035	36.0	6.8	13.8	21.9	29.7	3.5
Deer Lodge	10.1	.0040	38.9	8.2	12.6	20.6	35.2	4.0
Fallon	2.9	.0012	35.5	4.3	14.3	18.7	32.1	1.1
Fergus	12.0	.0047	38.5	5.6	12.7	20.1	34.9	4.6
Flathead	60.2	.0237	35.7	6.1	14.3	24.8	26.5	23.3
Gallatin	51.2	.0202	29.9	17.1	17.1	22.2	19.0	19.4
Garfield	1.6	.0007	35.9	5.2	13.1	20.1	31.1	.6
Glacier	12.3	.0048	28.2	7.7	15.6	18.7	20.7	3.8

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**1,093,984**	**265,633**	**119,489**	**144,029**	**52,137**	**244,839**	**21,522**
Yellowstone	1,093,984	265,633	119,489	144,029	52,137	244,839	21,522
• Billings	1,000,242	231,213	109,223	138,294	51,384	234,499	19,278
SUBURBAN TOTAL	93,742	34,420	10,266	5,735	753	10,340	2,244
GREAT FALLS	**623,438**	**118,488**	**72,139**	**102,824**	**31,068**	**132,578**	**16,714**
Cascade	623,438	118,488	72,139	102,824	31,068	132,578	16,714
• Great Falls	571,678	115,333	63,099	84,773	29,490	120,508	16,517
SUBURBAN TOTAL	51,760	3,155	9,040	18,051	1,578	12,070	197
OTHER COUNTIES							
Beaverhead	40,382	12,955	4,669	1,851	885	6,029	1,481
Big Horn	45,338	16,905	4,527	1,396	265	5,674	1,369
Blaine	24,991	8,268	1,901		282	6,695	681
Broadwater	9,063	4,090	1,329	477	218	505	615
Carbon	25,105	5,247	4,188	403	192	2,603	4,448
Carter	2,891	872	234	217		99	
Chouteau	18,248	5,436	1,479	337	575	5,225	612
Custer	93,807	35,925	10,605	7,486	1,585	3,501	5,525
Daniels	6,446	1,473	892	96	125	2,067	775
Dawson	49,395	13,153	5,218	5,443	2,133	6,138	3,665
Deer Lodge	45,566	16,218	5,200	886	1,274	9,037	5,519
Fallon	11,907	2,427	1,339	746	167	3,507	242
Fergus	58,794	12,125	5,405	4,281	2,348	10,531	2,780
Flathead	496,013	106,325	58,284	69,368	26,618	89,200	11,892
Gallatin	445,684	91,356	54,316	33,059	18,813	66,570	23,321
Garfield	5,702	840	540	217		96	245
Glacier	56,216	14,513	6,337	2,785	1,349	9,749	2,103

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
Golden Valley	.9	.0004	38.1	6.1	12.0	19.9	34.3	.3	1,959	1,373	408			85	
Granite	2.5	.0009	38.7	5.4	12.4	22.3	33.4	1.0	8,955	2,659	1,011		59	1,622	156
Hill	17.8	.0071	31.7	8.8	15.2	20.8	24.3	6.5	109,617	34,399	12,231	12,322	5,506	15,533	2,155
Jefferson	8.3	.0032	35.6	5.2	13.9	28.1	23.2	3.0	17,713	7,833	3,244	170	184	1,598	70
Judith Basin	2.3	.0009	38.8	5.2	13.4	22.0	33.8	.9	3,493	698	1,036	278	170	733	
Lake	21.6	.0086	35.2	7.2	12.3	20.6	29.8	8.1	106,897	29,924	11,217	2,963	2,781	14,669	5,276
Lewis and Clark	48.2	.0190	34.5	7.8	15.2	24.9	24.4	19.0	362,700	98,406	39,214	39,918	15,875	51,267	10,688
Liberty	2.3	.0009	34.1	4.3	15.0	19.6	29.0	.8	8,059	3,389	856		34	778	1,193
Lincoln	17.5	.0069	35.2	6.0	13.7	23.7	26.6	6.7	89,610	29,050	9,650	3,917	1,988	13,890	3,402
McCone	2.2	.0008	36.7	6.0	12.6	20.9	31.7	.8	5,753	1,986	491	127	58	676	124
Madison	6.0	.0024	38.1	6.1	13.1	22.7	32.5	2.4	19,287	5,474	2,943	168	125	955	874
Meagher	1.8	.0007	37.7	5.4	13.7	21.0	33.2	.7	5,510	2,486	1,252			1,086	219
Mineral	3.3	.0013	35.7	5.3	14.0	23.0	28.2	1.3	15,314	4,492	3,083		103	870	758
Missoula	79.6	.0314	31.9	12.6	16.7	23.5	21.3	31.1	709,657	146,457	73,977	79,545	35,175	146,343	13,676
Missoula	43.4	.0171	31.4	16.6	17.2	21.5	22.2	17.9	596,974	118,436	66,991	70,945	30,320	122,343	13,361
Musselshell	3.9	.0015	39.9	5.4	11.2	22.3	35.8	1.6	15,283	3,845	1,800	522	488	2,370	
Park	14.5	.0058	37.5	5.1	14.6	25.2	29.6	5.6	76,526	21,746	7,871	754	1,687	11,380	3,002
Petroleum	.5	.0002	36.2	6.6	14.6	21.2	30.6	.2	827	599	41			58	
Phillips	5.1	.0020	34.3	5.9	14.7	19.5	29.4	1.9	23,068	7,373	2,108	1,015	415	4,355	2,575
Pondera	6.5	.0025	34.6	5.8	14.1	19.3	30.0	2.2	26,815	6,300	2,304	429	696	9,223	1,787
Powder River	2.0	.0008	37.4	5.7	12.8	20.8	32.8	.8	3,620	162	744		35	632	112
Powell	6.7	.0027	36.5	7.1	17.6	24.7	28.0	2.2	26,800	9,420	3,401	905	52	6,852	582
Prairie	1.3	.0005	43.2	4.2	9.8	21.0	41.2	.5	1,257	100	410			174	169
Ravalli	25.6	.0101	38.2	5.8	11.4	23.4	32.1	10.0	99,428	34,090	8,874	2,640	3,502	12,839	4,819
Richland	10.1	.0039	33.1	6.1	15.1	21.1	26.1	3.7	46,967	5,748	5,474	4,366	2,389	11,186	3,688
Roosevelt	11.1	.0044	29.7	7.3	15.4	19.3	22.5	3.7	53,837	15,172	3,425	846	637	6,707	2,008
Rosebud	10.5	.0042	29.0	7.1	15.5	23.4	17.4	3.5	40,229	13,866	2,784	705	645	8,267	890
Sanders	8.6	.0034	37.5	5.3	11.9	22.8	31.4	3.4	28,117	11,204	3,203	191	246	2,101	1,616
Sheridan	4.7	.0018	40.0	4.1	12.6	19.9	37.4	1.9	24,740	7,452	3,607	347	1,194	2,034	1,260
Silver Bow	33.6	.0133	36.5	8.7	14.1	20.7	31.5	13.8	249,603	55,156	32,448	16,540	14,914	41,081	16,841
Stillwater	6.9	.0027	37.0	5.4	13.3	22.7	30.6	2.6	33,163	8,962	2,816	226	206	5,016	511
Sweet Grass	3.2	.0012	40.0	4.7	11.0	22.2	35.8	1.3	16,413	2,724	2,253		471	4,553	642
Teton	6.3	.0025	37.2	5.6	12.0	20.3	32.9	2.3	18,683	4,374	1,141	137	220	7,717	1,257
Toole	4.9	.0020	35.7	5.4	14.4	20.9	30.0	1.9	20,074	7,068	3,420		377	1,435	2,374
Treasure	.9	.0003	36.5	6.2	12.9	20.7	31.6	.3	876	141	316				
Valley	8.0	.0032	37.4	5.5	13.2	20.9	32.9	3.2	42,011	12,289	4,613	2,577	870	6,955	2,730
Wheatland	2.2	.0008	38.8	5.6	11.9	18.9	36.2	.8	6,067	2,574	777		26	683	
Wibaux	1.2	.0005	38.1	5.2	12.8	20.8	33.7	.5	984	103	141			61	
TOTAL METRO COUNTIES	**190.7**	**.0752**	**33.5**	**8.6**	**16.3**	**21.8**	**25.7**	**74.8**	**1,717,422**	**384,121**	**191,628**	**[illegible]**	**83,205**	**377,417**	**38,236**
TOTAL STATE	**801.4**	**.3160**	**34.2**	**8.4**	**14.8**	**22.3**	**26.5**	**307.3**	**5,473,883**	**1,331,343**	**612,675**	**547,309**	**231,162**	**1,000,427**	**188,963**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BILLINGS	**1,582,270**	**30,360**	**18.6**	**27.0**	**20.4**	**21.7**	**.0481**
Yellowstone	1,582,270	30,360	18.6	27.0	20.4	21.7	.0481
• Billings	1,167,205	29,965	18.7	26.4	20.0	21.5	.0385
SUBURBAN TOTAL	415,065	31,513	18.3	28.4	21.6	22.5	.0096
GREAT FALLS	**1,029,820**	**27,267**	**20.4**	**29.8**	**18.7**	**17.2**	**.0301**
Cascade	1,029,820	27,267	20.4	29.8	18.7	17.2	.0301
• Great Falls	764,917	26,629	20.7	27.9	18.1	17.7	.0240
SUBURBAN TOTAL	264,903	28,588	19.5	35.8	20.5	15.8	.0061
OTHER COUNTIES							
Beaverhead	96,001	22,940	23.4	27.6	16.8	11.5	.0026
Big Horn	92,531	22,112	24.7	25.2	15.6	13.0	.0029
Blaine	61,232	20,612	28.5	28.5	13.8	9.2	.0019
Broadwater	41,106	26,060	21.1	31.1	17.4	16.4	.0008
Carbon	95,683	22,944	25.6	25.6	14.7	15.9	.0024
Carter	17,490	19,605	26.8	24.2	13.7	11.2	.0004
Chouteau	70,557	28,194	20.3	31.5	17.6	19.9	.0018
Custer	138,810	25,738	21.3	28.4	19.5	13.9	.0044
Daniels	24,344	23,740	23.0	34.3	19.2	7.1	.0005

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Dawson	106,956	27,118	21.1	28.8	20.8	14.9	.0029
Deer Lodge	109,851	23,881	21.6	30.7	19.1	8.9	.0031
Fallon	32,510	25,930	21.8	37.0	19.5	9.8	.0009
Fergus	141,607	24,191	23.9	31.1	18.4	10.8	.0037
Flathead	890,433	31,705	18.1	25.6	19.6	24.7	.0250
Gallatin	714,431	28,133	21.0	27.1	18.6	19.5	.0208
Garfield	17,598	19,865	34.9	24.9	13.5	11.2	.0005
Glacier	107,015	22,848	24.8	23.9	16.9	14.3	.0034
Golden Valley	7,351	19,285	32.6	27.4	15.7	5.0	.0002
Granite	29,647	23,700	26.8	28.9	13.5	15.0	.0007
Hill	220,151	29,141	18.2	26.6	19.3	20.7	.0062
Jefferson	128,900	38,467	15.4	20.7	21.6	33.3	.0026
Judith Basin	31,986	28,350	17.7	31.2	19.9	17.4	.0007
Lake	237,552	24,251	24.0	27.5	17.3	13.8	.0066
Lewis and Clark	685,676	31,574	17.8	26.8	21.4	22.7	.0190
Liberty	28,090	30,000	17.5	30.2	20.5	20.0	.0008
Lincoln	209,776	26,525	23.7	28.1	17.9	16.5	.0056
McCone	21,566	22,952	24.4	34.1	13.8	9.8	.0005

MONT. (cont.)

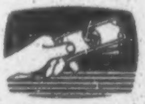
EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Madison	72,274	24,980	22.5	27.5	17.5	15.7	.0017
Meagher	19,460	23,235	24.8	29.1	18.4	10.4	.0006
Mineral	34,192	23,427	25.4	32.8	16.8	8.8	.0010
Missoula	1,086,074	28,259	20.1	25.5	18.3	21.0	.0325
Missoula	584,775	25,367	21.9	24.9	16.4	18.8	.0211
Musselshell	37,930	18,955	27.8	27.1	12.2	7.8	.0010
Park	189,335	26,934	20.9	31.0	19.3	14.6	.0051
Petroleum	5,128	20,600	28.0	33.5	7.0	11.0	.0000
Phillips	63,265	26,851	21.3	28.9	19.3	16.0	.0017
Pondera	70,204	26,746	24.2	27.3	19.1	15.8	.0018
Powder River	26,906	24,734	23.6	30.2	16.5	14.4	.0007
Powell	72,286	24,623	24.3	32.0	17.6	10.5	.0019
Prairie	11,463	19,013	30.2	29.8	10.6	6.6	.0002
Ravalli	294,574	24,558	24.5	29.6	18.5	12.3	.0077
Richland	107,529	25,384	20.7	34.1	17.2	12.2	.0030

EFFECTIVE BUYING INCOME

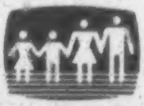


% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Roosevelt	98,607	22,961	24.3	28.3	17.4	10.5	.0030
Rosebud	126,367	33,176	17.9	23.1	21.0	26.3	.0032
Sanders	89,576	21,391	26.7	33.8	13.8	6.6	.0024
Sheridan	56,273	25,348	23.1	30.3	18.2	13.1	.0016
Silver Bow	422,393	24,194	23.2	25.3	15.6	17.6	.0123
Stillwater	94,083	31,417	17.5	26.7	21.2	23.4	.0024
Sweet Grass	40,451	25,625	22.0	31.4	17.4	14.9	.0010
Teton	74,411	26,203	22.4	26.8	18.3	17.1	.0018
Toole	61,651	27,192	23.8	26.2	19.3	16.6	.0016
Treasure	9,060	21,892	31.0	28.0	13.3	13.3	.0003
Valley	94,317	24,955	22.1	28.3	17.4	14.8	.0025
Wheatland	22,420	21,514	28.5	28.4	15.9	9.8	.0006
Wibaux	15,839	26,475	18.2	30.2	21.0	14.4	.0004
TOTAL METRO COUNTIES	**2,612,090**	**28,970**	**19.3**	**28.2**	**19.7**	**19.9**	**.0782**
TOTAL STATE	**10,267,008**	**27,287**	**20.9**	**27.6**	**18.6**	**18.3**	**.2911**

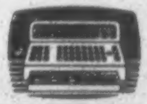
Nebraska

POPULATION



S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP



METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**217.6**	**.0858**	**31.1**	**15.0**	**17.8**	**21.0**	**22.1**	**84.3**	**1,579,558**	**309,154**	**172,109**	**212,485**	**42,772**	**387,671**	**54,274**
Lancaster	217.6	.0858	31.1	15.0	17.8	21.0	22.1	84.3	1,579,558	309,154	172,109	212,485	42,772	387,671	54,274
• Lincoln	195.6	.0771	30.7	15.9	18.2	20.5	21.7	76.7	1,535,756	303,479	166,931	210,492	42,491	386,596	53,963
SUBURBAN TOTAL	22.0	.0087	35.8	7.1	13.4	26.0	25.5	7.6	43,802	5,675	5,178	1,993	281	1,076	311
OMAHA	**625.9**	**.2469**	**31.9**	**9.8**	**17.7**	**21.6**	**23.9**	**238.2**	**4,877,841**	**931,132**	**518,041**	**695,089**	**258,500**	**1,194,503**	**173,976**
Douglas	420.8	.1659	32.2	10.1	17.8	21.3	23.7	162.7	3,717,333	724,768	407,372	524,256	244,258	848,738	125,489
• Omaha	339.3	.1338	32.7	10.8	17.5	20.0	26.0	136.1	3,545,483	701,420	383,916	523,870	236,408	791,083	124,255
Sarpy	105.4	.0417	28.9	10.0	19.3	23.3	14.9	38.0	455,183	117,324	49,210	101,142	5,173	72,745	15,261
Washington	16.9	.0067	35.3	8.3	13.6	22.7	27.8	6.2	73,668	6,659	6,869	2,643	943	34,779	2,065
Pottawattamie, Iowa	*82.6*	*.0326*	*33.9*	*8.6*	*15.7*	*20.3*	*28.0*	*31.3*	*631,657*	*82,381*	*54,590*	*67,048*	*8,126*	*238,241*	*31,161*
• Council Bluffs	*54.3*	*.0214*	*33.0*	*9.8*	*16.8*	*18.8*	*27.8*	*21.1*	*508,459*	*74,269*	*45,560*	*63,922*	*7,771*	*171,668*	*28,101*
SUBURBAN TOTAL	232.3	.0917	30.4	8.5	18.0	24.5	17.3	79.0	823,899	155,443	88,565	107,296	14,324	231,752	21,620
OTHER COUNTIES															
Adams	29.5	.0116	34.8	10.2	15.2	19.9	29.8	11.5	211,701	64,285	17,206	24,736	8,436	46,190	6,751
Antelope	7.8	.0031	36.0	4.8	13.1	18.2	33.1	3.0	34,170	3,754	2,280	55	335	13,238	285
Arthur	.5	.0002	38.5	4.2	15.8	18.8	35.4	.2	795		177				
Banner	.8	.0003	37.0	5.0	12.0	24.4	28.7	.3	47						
Blaine	.7	.0003	37.7	5.6	13.0	18.7	34.6	.3	1,381		40			220	
Boone	6.6	.0026	36.5	5.0	13.8	17.4	34.5	2.5	38,055	6,437	2,520	199	245	9,384	1,331
Box Butte	12.9	.0051	32.6	5.8	15.5	21.5	24.7	4.8	64,229	18,265	6,306	10,757	1,621	13,067	2,341
Boyd	2.8	.0011	41.8	3.1	11.2	18.1	40.6	1.1	8,460	2,213	1,356	250	202	360	
Brown	3.5	.0013	39.7	4.8	12.0	18.9	37.5	1.5	14,996	3,362	1,253	726	325	3,856	596
Buffalo	37.8	.0149	28.9	18.3	14.7	18.4	22.7	14.0	279,829	43,680	36,851	45,067	12,217	43,392	6,785
Burt	7.8	.0031	39.7	5.0	11.7	18.9	37.6	3.1	28,357	7,731	2,140	1,054	396	6,694	1,838
Butler	8.6	.0034	37.6	5.9	12.7	18.8	34.6	3.3	28,623	5,238	1,580	409	164	9,182	610
Cass	21.7	.0086	33.7	7.6	15.3	21.3	26.8	7.9	59,637	10,651	8,955	662	538	20,039	1,996
Cedar	9.9	.0039	35.1	6.1	12.8	16.9	33.1	3.6	29,664	7,044	2,516	207	204	4,699	1,145
Chase	4.2	.0016	37.4	4.6	12.9	19.9	33.6	1.7	21,785	4,518	1,206	67	568	4,179	718
Cherry	6.1	.0024	36.8	5.3	13.8	20.0	32.6	2.4	40,133	9,841	5,244	1,717	1,292	11,566	748
Cheyenne	9.5	.0038	36.4	6.5	13.8	19.1	32.9	3.9	235,750	9,125	4,556	7,089	6,202	15,986	6,323

POPULATION

RETAIL SALES BY STORE GROUP

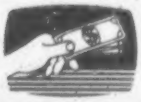
S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Clay	7.1	.0028	37.8	5.4	13.4	19.7	34.2	2.7	27,068	7,639	3,530	263	248	4,949	532
Colfax	8.9	.0035	36.0	6.7	14.3	16.8	34.4	3.5	36,527	8,889	4,890	1,624	1,182	6,306	1,792
Cuming	10.0	.0039	37.5	6.1	12.8	17.5	35.5	3.8	52,267	8,724	3,808	364	1,123	16,567	1,021
Custer	11.9	.0047	39.8	4.8	11.6	18.9	37.7	4.8	60,466	18,207	3,791	2,312	363	13,631	2,166
☐ Dakota	16.8	.0066	31.5	8.8	16.5	20.3	23.9	6.0	67,247	20,509	11,848	975	3,087	13,387	2,605
Dawes	9.1	.0036	31.2	17.3	11.6	17.4	28.2	3.3	59,159	8,760	6,757	2,727	374	16,387	2,156
Dawson	19.5	.0077	36.7	6.3	13.2	21.0	31.5	7.7	118,757	28,937	7,968	13,497	2,291	17,364	4,719
Deuel	2.2	.0009	39.2	5.1	13.1	17.0	38.1	.9	17,019	1,443	1,904	142	512	4,438	614
Dixon	6.0	.0024	37.5	6.2	12.2	18.8	34.7	2.3	14,699	5,232	1,568	66	26	2,394	318
Dodge	34.7	.0136	36.1	8.6	13.8	19.4	32.0	13.5	284,627	43,437	24,407	39,916	4,204	104,428	10,783
Dundy	2.6	.0011	39.7	5.6	12.6	19.3	37.4	1.1	5,513	2,929	645			1,165	51
Fillmore	7.1	.0028	39.0	5.2	12.8	18.6	36.9	2.8	19,779	5,144	3,080	640	1,166	4,318	969
Franklin	3.9	.0015	43.4	4.4	12.1	17.4	42.7	1.6	12,967	3,289	1,159		269	2,530	383
Frontier	3.1	.0012	37.9	5.4	12.8	20.3	33.8	1.2	6,821	1,356	747			2,983	90
Furnas	5.4	.0022	42.9	4.6	11.4	17.9	42.4	2.3	24,946	6,823	882	388	433	7,507	974
Gage	22.7	.0089	38.0	7.0	14.3	19.4	34.8	9.0	129,588	31,187	9,917	14,092	2,864	23,928	5,355
Garden	2.4	.0010	42.7	4.9	12.3	18.3	41.2	1.0	7,315	2,437	518	65		433	177
Garfield	2.1	.0008	42.1	4.4	11.0	18.6	40.1	.8	12,777	1,966	851		118	1,479	180
Gosper	1.9	.0007	42.0	4.3	11.9	19.8	39.5	.8	1,695	238	479		31	145	141
Grant	.8	.0003	35.7	4.8	15.3	20.0	30.9	.3	1,890	294	599		90		
Greeley	3.0	.0012	37.6	4.8	11.2	18.0	35.4	1.1	6,146	2,391	726		49	674	201
Hall	49.0	.0194	33.6	8.2	15.5	20.7	27.1	18.8	454,760	47,278	42,138	113,920	13,111	83,902	9,434
Hamilton	8.8	.0034	35.7	5.6	14.1	20.8	30.2	3.2	30,969	4,421	1,713	1,154	255	9,676	3,322
Harlan	3.8	.0015	41.8	4.0	11.4	19.8	40.2	1.6	12,794	2,751	1,379	244	369	2,161	314
Hayes	1.2	.0005	38.4	4.6	13.3	19.7	35.0	.5	2,336	759	71				
Hitchcock	3.7	.0015	38.3	4.6	11.9	18.3	36.4	1.4	9,509	2,162	730		44	616	66
Holt	12.3	.0048	34.8	5.9	14.0	18.2	31.5	4.6	75,212	13,245	4,933	5,828	1,711	18,304	1,498
Hooker	.8	.0003	43.0	5.6	9.8	17.9	42.2	.3	4,128	1,870	144	92		438	
Howard	6.0	.0024	37.6	5.8	12.1	18.8	34.7	2.3	17,803	4,696	1,858	41	407	1,491	1,285
Jefferson	8.6	.0034	40.6	5.6	12.3	18.2	39.2	3.6	47,126	10,667	4,482	6,714	1,476	9,449	1,093
Johnson	4.6	.0018	41.3	4.7	13.3	17.5	40.1	1.9	16,525	2,325	2,019	542	295	2,931	861
Kearney	6.7	.0026	36.3	6.6	14.5	20.1	31.8	2.5	21,922	6,219	2,469	525	271	3,390	228
Keith	8.4	.0033	37.2	5.4	13.7	19.6	33.5	3.4	80,339	13,866	7,381	4,896	736	20,803	976
Keya Paha	1.0	.0004	39.8	4.1	13.8	18.1	38.1	.4	2,487	258	202			41	
Kimball	3.9	.0016	38.7	4.6	13.7	19.7	35.4	1.6	23,702	5,429	2,151	2,304	168	6,283	1,054
Knox	9.3	.0036	41.2	4.5	11.3	17.9	40.1	3.8	34,780	7,673	3,514	445	154	8,956	1,428
Lincoln	32.3	.0128	35.1	7.1	13.7	21.0	29.3	12.7	227,979	47,859	26,194	35,706	5,863	45,426	10,480
Logan	.9	.0003	34.3	4.0	13.2	19.2	29.9	.3	1,948	223	36	132		48	
Loup	.7	.0003	38.4	4.4	14.3	19.5	34.7	.3	1,109	222	367		176		
McPherson	.5	.0002	37.4	3.4	14.8	17.4	35.4	.2	1,162	978	57				
Madison	32.9	.0130	32.5	9.0	16.6	19.1	26.6	12.4	264,591	62,412	19,043	57,949	13,021	44,599	4,571
Merrick	8.0	.0031	36.9	6.2	13.3	19.8	32.8	3.0	34,104	8,212	2,579	750	121	6,778	229
Morrill	5.4	.0022	38.1	5.2	12.4	20.0	34.5	2.1	11,820	2,439	1,310	225	102	5,145	431
Nance	4.1	.0016	37.1	5.0	13.6	17.2	35.5	1.6	8,356	2,756	1,201	128	265	837	230
Nemaha	7.8	.0030	35.8	11.8	12.6	18.8	32.2	3.0	30,023	3,070	4,262	3,024	613	10,105	701
Nuckolls	5.6	.0023	41.1	4.3	11.9	18.1	39.9	2.3	30,527	10,934	2,234	550	674	3,545	2,371
Otoe	14.2	.0055	38.7	6.1	12.9	19.5	35.4	5.6	80,566	18,119	10,525	8,634	807	14,870	4,275
Pawnee	3.3	.0014	44.6	5.2	10.0	17.0	44.8	1.4	8,711	4,253	939		160	261	466
Perkins	3.3	.0013	38.2	4.5	11.1	20.4	34.4	1.3	9,813	2,525	555	120	227	442	259
Phelps	9.7	.0038	36.7	6.2	13.9	20.2	32.4	3.8	54,082	7,829	3,434	1,703	1,223	17,032	3,257
Pierce	7.8	.0031	35.6	6.0	13.8	17.7	33.0	2.9	28,435	6,872	1,574	688	926	6,958	1,395
Platte	30.4	.0119	32.4	7.4	15.5	19.8	26.2	11.2	209,685	46,231	20,164	29,441	4,703	36,811	7,854
Polk	5.6	.0022	40.0	4.8	11.5	19.1	37.8	2.2	11,865	3,345	1,657	450	56	1,406	293
Red Willow	11.5	.0046	35.6	7.9	14.0	18.5	32.3	4.7	105,687	19,002	6,097	18,862	2,698	32,464	3,832
Richardson	9.7	.0038	40.5	5.7	12.5	18.1	38.7	4.1	48,987	8,786	4,118	6,024	1,067	13,193	1,544
Rock	2.0	.0008	37.2	4.5	13.2	20.6	33.1	.8	6,943	397	252	161		3,342	107
Saline	12.8	.0050	36.5	10.3	12.8	18.1	33.8	4.8	85,320	13,307	5,983	6,218	7,848	30,973	2,968
Saunders	18.4	.0072	35.7	6.1	14.3	20.3	30.7	6.9	75,707	10,732	4,979	2,687	1,596	30,999	1,110
Scotts Bluff	35.8	.0141	35.6	7.4	13.6	20.4	30.5	14.1	287,731	68,512	22,937	48,919	6,743	66,077	4,189
Seward	15.7	.0062	33.6	12.2	12.8	19.2	29.0	5.6	64,744	13,972	8,690	10,770	887	17,918	2,963
Sheridan	6.7	.0027	38.6	5.6	11.4	18.8	36.2	2.6	27,783	5,481	2,758	1,112	838	5,899	1,223
Sherman	3.7	.0014	39.3	5.9	10.5	18.4	37.2	1.4	9,278	1,435	1,415		405	1,326	101
Sioux	1.5	.0006	39.3	4.3	12.9	20.9	35.3	.6	3,176	153	26	141		741	
Stanton	6.4	.0026	31.8	6.4	15.5	10.7	25.3	2.2	4,849	1,576	1,311	81			142
Thayer	6.5	.0025	42.3	5.0	11.2	17.8	41.5	2.7	32,749	5,159	3,548	118	430	7,417	505
Thomas	.8	.0003	36.3	5.3	11.6	23.3	28.6	.3	2,851	1,230	152				
Thurston	6.9	.0027	30.1	7.9	13.2	16.4	27.2	2.3	13,101	4,074	848		96	4,775	792
Valley	5.0	.0020	40.4	5.4	11.4	18.9	38.5	2.1	23,066	5,446	2,173	1,678	158	1,869	1,138
Wayne	9.6	.0038	29.1	20.3	12.0	15.9	26.4	3.2	48,337	6,942	6,850	5,457	1,067	11,259	2,775
Webster	4.2	.0016	44.1	4.0	11.7	16.9	43.5	1.7	11,866	1,688	1,324		222	4,397	301
Wheeler	.9	.0004	33.1	4.8	15.0	16.3	30.9	.3	580		166				
York	14.5	.0057	35.5	7.8	13.9	19.5	31.2	5.5	100,820	21,625	13,638	15,072	1,466	16,669	2,094
TOTAL METRO COUNTIES	**777.7**	**.3067**	**31.5**	**11.4**	**17.9**	**21.5**	**22.1**	**294.2**	**5,892,909**	**1,178,414**	**667,488**	**841,580**	**296,233**	**1,327,320**	**199,694**
TOTAL STATE	**1,586.0**	**.6253**	**33.1**	**9.5**	**15.6**	**20.4**	**27.1**	**605.9**	**10,693,370**	**2,105,295**	**1,078,200**	**1,404,096**	**417,776**	**2,373,020**	**348,138**

NEB. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES 12/31/91



% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
LINCOLN	**3,385,708**	**33,698**	**16.5**	**25.5**	**21.2**	**26.7**	**.0885**
Lancaster	3,385,708	33,698	16.5	25.5	21.2	26.7	.0885
• Lincoln	3,019,372	32,923	17.0	25.9	21.0	25.6	.0812
SUBURBAN TOTAL	366,336	41,669	11.4	22.3	23.2	37.8	.0073
OMAHA	**9,728,236**	**34,898**	**14.9**	**25.7**	**21.2**	**28.6**	**.2600**
Douglas	6,822,375	34,464	15.6	24.6	20.0	29.2	.1857
• Omaha	5,266,063	31,511	17.3	26.2	19.6	28.8	.1558
Sarpy	1,589,928	41,355	9.3	25.1	26.2	35.3	.0372
Washington	248,064	33,576	16.7	27.2	22.0	26.0	.0059
Pottawattamie, Iowa	*1,067,869*	*30,202*	*17.5*	*30.3*	*21.7*	*18.9*	*.0312*
• Council Bluffs	[illegible]	*28,464*	*19.1*	*31.2*	*20.9*	*15.8*	*.0218*
SUBURBAN TOTAL	3,783,048	42,776	9.7	22.9	24.2	38.6	.0824
OTHER COUNTIES							
Adams	421,676	28,859	19.8	29.6	20.5	18.1	.0114
Antelope	86,625	23,062	25.2	31.1	14.9	11.2	.0023
Arthur	4,972	21,333	35.0	34.5	10.5	9.0	.0001
Banner	8,829	27,027	17.6	33.4	16.3	14.7	.0002
Blaine	8,304	23,375	25.7	33.4	13.3	12.3	.0003
Boone	77,233	26,222	20.5	30.5	19.9	12.6	.0021
Box Butte	171,751	30,912	17.8	26.8	19.8	23.2	.0044
Boyd	28,680	20,346	28.1	28.1	13.7	9.0	.0007
Brown	40,418	21,530	27.4	28.9	13.7	11.1	.0011
Buffalo	474,436	27,622	21.3	28.1	19.3	17.4	.0140
Burt	90,434	25,114	23.7	30.5	16.9	13.3	.0022
Butler	117,275	28,196	19.7	28.8	22.7	15.6	.0028
Cass	293,863	33,619	17.3	27.4	24.2	23.2	.0066
Cedar	105,230	25,347	23.1	33.3	17.0	11.8	.0028
Chase	49,679	25,091	20.8	34.2	17.0	12.0	.0012
Cherry	76,639	22,978	26.7	30.5	13.6	13.8	.0023
Cheyenne	125,997	27,222	20.7	30.6	18.6	16.9	.0062
Clay	84,929	27,100	21.0	31.8	21.0	13.6	.0022
Colfax	108,110	26,809	20.3	33.5	20.8	11.7	.0027
Cuming	117,238	26,299	22.4	33.6	18.8	12.9	.0033
Custer	154,336	26,055	21.1	30.8	17.8	15.3	.0040
☐ Dakota	211,816	31,259	17.2	27.9	21.6	21.4	.0052
Dawes	97,045	21,685	26.9	22.3	17.6	13.8	.0029
Dawson	246,027	26,999	20.8	31.4	20.3	14.5	.0069
Deuel	27,337	25,612	22.1	31.1	16.6	14.4	.0009
Dixon	67,723	25,506	23.2	30.6	19.3	12.3	.0015
Dodge	461,150	29,236	20.5	28.9	21.7	17.6	.0137
Dundy	32,907	25,315	23.0	32.5	18.7	10.4	.0009
Fillmore	98,983	28,521	19.5	30.1	20.2	18.1	.0022
Franklin	47,329	24,224	24.7	33.5	15.3	11.1	.0011
Frontier	34,303	24,240	22.3	28.6	16.5	13.7	.0009
Furnas	59,619	21,270	25.2	31.8	13.5	8.0	.0016
Gage	291,386	27,591	20.9	28.2	20.8	15.7	.0078
Garden	27,402	22,078	27.8	31.1	13.2	12.1	.0008
Garfield	21,307	21,630	26.7	31.2	14.5	8.1	.0006
Gosper	26,313	28,651	18.3	33.3	19.6	17.1	.0005
Grant	8,840	22,805	32.0	31.3	14.7	11.7	.0001
Greeley	30,024	22,934	24.5	33.9	14.4	10.6	.0008
Hall	648,448	29,946	19.2	28.7	21.8	18.8	.0201
Hamilton	111,342	29,612	19.2	32.2	20.8	18.1	.0026
Harlan	43,615	22,720	27.2	32.3	15.0	9.6	.0011
Hayes	19,863	24,519	26.2	27.8	10.0	21.6	.0005
Hitchcock	45,210	24,302	22.2	32.8	14.4	13.4	.0010
Holt	143,596	24,639	23.5	29.2	17.3	14.1	.0042
Hooker	8,011	22,976	26.3	33.6	14.7	10.0	.0002
Howard	66,849	25,963	22.7	32.3	20.0	11.6	.0016
Jefferson	111,382	25,879	22.1	28.5	20.6	13.1	.0030
Johnson	58,859	24,112	26.7	30.7	16.9	11.7	.0015
Kearney	89,339	32,096	18.2	30.4	26.4	17.6	.0020
Keith	104,008	26,227	22.0	34.5	18.1	13.2	.0035
Keya Paha	9,572	20,581	26.7	29.5	13.3	8.5	.0001
Kimball	51,054	27,532	22.2	27.8	18.8	17.3	.0015
Knox	111,809	22,523	24.9	30.7	13.7	11.3	.0028
Lincoln	441,983	30,029	20.4	24.2	21.1	20.9	.0122
Logan	9,062	26,111	26.0	34.6	19.0	10.7	.0003
Loup	7,943	21,905	26.4	33.6	9.7	12.0	.0002
McPherson	6,477	23,182	27.5	27.0	11.5	18.5	.0001
Madison	413,359	28,535	19.0	29.8	21.4	16.8	.0126
Merrick	96,382	27,521	21.0	35.4	19.4	13.3	.0024
Morrill	62,542	23,161	27.1	28.4	15.3	14.2	.0014
Nance	45,863	25,240	25.8	33.8	19.2	9.3	.0011
Nemaha	102,908	27,862	19.8	25.1	19.2	19.6	.0025
Nuckolls	63,673	23,724	23.0	32.9	16.1	10.3	.0019
Otoe	170,860	26,105	23.9	29.7	19.8	13.0	.0047
Pawnee	36,219	22,006	27.0	28.3	17.6	8.6	.0008
Perkins	39,417	26,818	21.4	35.2	18.6	12.7	.0010
Phelps	142,436	31,879	17.5	31.3	23.5	19.8	.0036
Pierce	93,227	27,013	21.0	30.7	18.1	16.8	.0022
Platte	395,637	30,390	18.4	31.2	20.8	20.5	.0112
Polk	74,259	30,370	19.3	29.2	24.7	16.2	.0016
Red Willow	151,385	26,625	22.7	30.8	18.3	15.8	.0048
Richardson	113,228	22,687	27.3	28.9	15.2	11.7	.0030
Rock	21,899	22,835	27.1	31.0	15.9	9.9	.0007
Saline	154,239	28,306	19.9	30.0	21.3	16.1	.0044
Saunders	236,836	30,872	16.3	31.0	23.0	18.6	.0058
Scotts Bluff	440,618	25,352	22.7	28.8	17.9	14.9	.0134
Seward	204,817	32,060	16.9	29.4	23.7	20.7	.0051
Sheridan	82,520	22,954	27.0	25.8	16.1	14.1	.0022
Sherman	35,721	21,213	26.6	28.7	14.6	9.6	.0008
Sioux	18,106	22,125	27.7	30.3	13.5	12.5	.0005
Stanton	68,480	27,124	20.0	32.0	19.6	14.9	.0015
Thayer	78,768	24,504	23.2	33.1	18.0	10.7	.0021
Thomas	7,597	22,400	26.3	37.4	12.3	8.3	.0001
Thurston	64,337	22,092	27.2	28.0	15.2	11.0	.0018
Valley	56,877	23,559	24.3	30.6	17.3	10.4	.0014
Wayne	95,874	24,615	24.6	31.8	16.3	12.8	.0028
Webster	46,204	22,849	24.3	30.2	15.7	10.6	.0012
Wheeler	10,203	28,676	20.0	31.1	20.3	17.0	.0003
York	188,861	29,815	17.2	32.3	22.8	17.0	.0052
TOTAL METRO COUNTIES	**12,257,891**	**35,081**	**15.1**	**25.1**	**21.2**	**29.0**	**.3225**
TOTAL STATE	**22,384,014**	**30,630**	**18.3**	**27.6**	**20.3**	**22.2**	**.6012**

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Nevada

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
LAS VEGAS	**817.4**	**.3223**	**33.4**	**10.0**	**18.1**	**22.5**	**24.7**	**316.0**	**5,970,528**	**1,341,912**	**696,814**	**661,314**	**278,114**	**1,110,357**	**205,780**
Clark	817.4	.3223	33.4	10.0	18.1	22.5	24.7	316.0	5,970,528	1,341,912	696,814	661,314	278,114	1,110,357	205,780
Henderson	71.6	.0282	32.0	8.7	18.3	24.0	20.5	25.6	196,750	88,903	18,183	16,479	3,452	30,313	9,993
• Las Vegas	284.7	.1123	32.8	9.9	18.9	22.1	23.9	109.7	2,571,631	527,382	279,562	273,305	133,421	476,099	103,477
North Las Vegas	52.6	.0207	27.1	11.8	17.2	18.3	18.2	16.0	191,718	53,136	24,976	13,388	3,878	43,508	12,049
SUBURBAN TOTAL	532.7	.2100	33.8	10.0	17.6	22.8	25.1	206.3	3,398,897	814,530	417,252	388,009	144,693	634,258	102,303
RENO	**266.1**	**.1050**	**33.9**	**10.3**	**18.3**	**24.3**	**22.7**	**106.7**	**2,584,652**	**488,575**	**211,024**	**428,421**	**120,375**	**487,152**	**131,913**
Washoe	266.1	.1050	33.9	10.3	18.3	24.3	23.7	106.7	2,584,652	488,575	211,024	428,421	120,375	487,152	131,913
• Reno	139.9	.0552	33.7	12.0	19.4	22.6	24.9	59.7	1,907,767	342,644	147,642	291,949	98,139	429,767	84,161
Sparks	55.8	.0220	32.8	10.1	18.3	24.1	21.8	21.4	476,133	103,242	36,871	128,343	15,475	19,274	43,458
SUBURBAN TOTAL	126.2	.0498	34.2	8.4	17.1	26.3	22.3	47.0	676,885	144,931	63,382	136,472	22,236	57,385	47,752
OTHER COUNTIES															
Carson City	41.9	.0165	37.0	8.2	16.0	23.7	29.7	16.5	459,701	106,276	37,977	52,328	23,073	114,114	16,401
Carson City	41.9	.0165	37.0	8.2	16.0	23.7	29.7	16.5	459,701	106,276	37,977	52,328	23,073	114,114	16,401
Churchill	19.1	.0075	33.4	8.5	15.6	21.2	26.3	7.1	113,377	27,303	16,427	1,678	624	24,029	9,466
Douglas	29.1	.0115	36.5	6.0	15.4	26.5	26.4	11.1	147,763	40,799	30,200	357	4,623	6,574	10,220
Elko	36.0	.0142	29.4	9.2	18.7	22.9	16.6	12.6	165,733	40,241	16,510	5,577	4,619	30,409	15,510
Esmeralda	1.3	.0005	36.3	7.9	15.6	25.2	27.1	.6	3,569	315	632	129		50	
Eureka	1.7	.0007	33.9	7.3	16.9	23.7	24.5	.6	4,072	1,523	1,210		139	74	
Humboldt	14.1	.0055	30.6	9.3	18.3	22.8	19.1	5.0	91,274	18,593	7,348	2,087	1,257	20,166	3,656
Lander	6.7	.0027	28.6	9.0	17.9	22.7	15.9	2.4	17,427	7,471	1,885		145	1,906	1,169
Lincoln	3.8	.0015	33.8	5.6	12.1	17.6	31.0	1.3	7,523	2,352	447	1,707	42	265	258
Lyon	21.5	.0084	36.8	5.9	14.0	21.1	31.5	8.3	77,782	24,040	7,617	988	1,498	5,182	1,224
Mineral	6.6	.0026	34.3	7.3	14.6	19.9	29.1	2.5	32,720	10,566	2,699	799	102	7,196	1,133
Nye	18.9	.0075	37.0	6.5	15.6	22.3	30.7	7.1	63,044	21,810	7,707	821	748	9,430	1,647
Pershing	4.8	.0019	32.0	8.2	16.1	19.9	25.2	1.8	24,996	5,081	2,087	1,673		859	379
Storey	2.7	.0010	37.8	5.9	15.1	29.3	26.4	1.0	8,307	299	3,934		46	201	
White Pine	9.7	.0038	34.1	7.8	15.9	22.3	26.3	3.4	53,483	4,248	5,007	931	1,759	9,719	1,672
TOTAL METRO COUNTIES	**1,083.5**	**.4273**	**33.5**	**10.0**	**18.2**	**23.0**	**24.4**	**422.7**	**8,555,180**	**1,830,487**	**907,838**	**1,089,735**	**398,489**	**1,597,509**	**337,893**
TOTAL STATE	**1,301.4**	**.5131**	**33.6**	**9.7**	**17.7**	**23.0**	**24.6**	**504.0**	**9,825,951**	**2,141,904**	**1,049,525**	**1,158,810**	**437,164**	**1,827,683**	**400,428**

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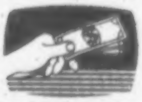
NEV. (cont.)

EFFECTIVE BUYING INCOME



S&MM ESTIMATES 12/31/91

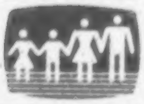
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LAS VEGAS	**12,010,367**	**31,025**	**17.9**	**28.3**	**20.5**	**22.4**	**.3238**
Clark	12,010,367	31,025	17.9	28.3	20.5	22.4	.3238
Henderson	1,126,667	38,901	11.8	24.3	24.8	31.8	.0240
• Las Vegas	4,075,794	30,926	17.8	27.5	20.8	21.9	.1195
North Las Vegas	462,016	24,371	23.0	29.9	17.7	12.2	.0134
SUBURBAN TOTAL	7,934,573	31,078	17.9	28.8	20.4	22.6	.2043
RENO	**4,254,404**	**32,561**	**17.0**	**27.4**	**20.8**	**25.0**	**.1206**
Washoe	4,254,404	32,561	17.0	27.4	20.8	25.0	.1206
• Reno	2,203,288	29,007	19.7	28.4	18.9	21.0	.0720
Sparks	792,998	33,445	16.8	29.4	23.3	23.6	.0229
SUBURBAN TOTAL	2,051,116	36,983	13.5	26.1	23.2	30.1	.0486
OTHER COUNTIES							
Carson City	615,557	31,447	18.8	27.8	22.0	21.5	.0192
Carson City	615,557	31,447	18.8	27.8	22.0	21.5	.0192
Churchill	237,118	29,022	17.6	29.1	21.2	17.5	.0066

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Douglas	530,345	37,614	12.1	26.9	21.5	32.2	.0120
Elko	491,298	34,402	16.4	25.0	23.9	25.0	.0120
Esmeralda	16,823	25,092	21.4	28.6	17.2	13.3	.0004
Eureka	23,564	34,035	14.2	26.6	21.7	26.5	.0006
Humboldt	195,740	34,968	16.0	25.6	26.4	23.6	.0052
Lander	91,785	35,678	14.5	23.4	26.5	24.6	.0020
Lincoln	37,771	24,353	23.6	24.3	20.2	13.2	.0009
Lyon	264,445	26,789	22.1	28.8	18.5	17.1	.0066
Mineral	82,226	30,080	21.6	22.4	21.9	20.8	.0021
Nye	298,051	31,746	16.5	24.8	23.0	21.9	.0066
Pershing	54,910	28,140	16.9	30.7	21.1	14.3	.0015
Storey	42,972	36,420	12.6	22.8	19.9	32.4	.0009
White Pine	118,618	29,384	18.6	27.1	18.6	21.1	.0032
TOTAL METRO COUNTIES	**16,264,771**	**31,404**	**17.6**	**28.1**	**20.6**	**23.0**	**.4444**
TOTAL STATE	**19,365,994**	**31,505**	**17.5**	**27.9**	**20.8**	**23.0**	**.5242**

New Hampshire

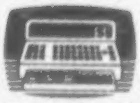
POPULATION



S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
MANCHESTER-NASHUA	**347.7**	**.1371**	**32.5**	**9.9**	**19.1**	**23.1**	**22.1**	**129.2**
Hillsborough	347.7	.1371	32.5	9.9	19.1	23.1	22.1	129.2
• Manchester	105.0	.0406	32.5	11.6	20.1	19.3	25.7	41.8
• Nashua	82.4	.0325	32.5	10.0	20.9	22.2	22.5	32.1
SUBURBAN TOTAL	162.3	.0640	32.5	8.7	17.4	26.0	19.7	55.3
PORTSMOUTH-DOVER-ROCHESTER	**363.2**	**.1432**	**32.3**	**10.7**	**18.9**	**23.5**	**21.4**	**131.6**
Rockingham	255.7	.1008	32.8	8.7	19.3	24.9	20.9	92.5
• Portsmouth	26.9	.0106	31.8	11.6	23.1	19.7	22.9	10.7
Strafford	107.5	.0424	30.9	15.5	18.1	20.2	22.5	39.1
• Dover	25.8	.0102	32.4	14.5	20.2	19.2	25.6	10.7
• Rochester	27.4	.0108	32.8	8.9	18.6	20.4	25.6	10.6
SUBURBAN TOTAL	283.1	.1116	32.3	10.5	18.5	24.5	20.4	99.6
OTHER COUNTIES								
Belknap	49.8	.0196	35.4	7.6	16.0	23.2	27.4	19.1
Carroll	37.0	.0146	37.4	6.4	15.4	23.4	30.8	14.9
Cheshire	72.1	.0285	33.8	12.1	15.2	22.0	26.2	26.8
Coos	34.9	.0137	36.9	7.8	14.6	20.9	32.0	13.8
Grafton	76.0	.0300	32.6	15.2	15.2	21.7	24.7	27.8
Merrimack	123.4	.0486	33.8	8.9	17.8	23.4	24.4	45.9
Sullivan	39.5	.0156	35.8	8.1	15.0	22.7	28.5	15.2
TOTAL METRO COUNTIES	**710.9**	**.2803**	**32.4**	**10.3**	**19.0**	**23.3**	**21.7**	**260.8**
TOTAL STATE	**1,143.6**	**.4509**	**33.1**	**10.2**	**17.8**	**23.0**	**23.6**	**424.3**

RETAIL SALES BY STORE GROUP



METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER-NASHUA	**3,278,802**	**643,711**	**311,726**	**512,339**	**168,986**	**707,411**	**94,390**
Hillsborough	3,278,802	643,711	311,726	512,339	168,986	707,411	94,390
• Manchester	1,135,606	173,777	127,394	190,051	53,857	285,049	31,449
• Nashua	1,199,311	199,890	89,053	231,761	78,639	312,869	27,261
SUBURBAN TOTAL	943,885	270,044	95,279	90,527	36,490	109,493	35,680
PORTSMOUTH-DOVER-ROCHESTER	**3,517,328**	**735,113**	**347,741**	**436,827**	**210,008**	**733,147**	**95,222**
Rockingham	2,757,352	526,747	265,855	368,978	188,744	550,991	72,496
• Portsmouth	614,879	63,482	68,405	79,539	42,824	173,625	9,121
Strafford	759,976	208,366	81,886	67,849	21,264	182,156	22,726
• Dover	293,731	95,060	40,665	22,436	8,868	68,350	8,298
• Rochester	261,426	67,590	21,053	33,261	5,719	54,242	9,085
SUBURBAN TOTAL	2,347,292	508,981	217,618	301,591	152,607	436,930	68,718
OTHER COUNTIES							
Belknap	581,189	130,118	44,346	32,205	30,220	186,081	14,670
Carroll	471,230	95,640	69,886	27,563	22,924	62,263	10,690
Cheshire	699,146	164,618	45,200	40,752	17,771	136,402	17,022
Coos	287,307	63,772	26,161	20,910	8,226	92,908	10,994
Grafton	757,923	153,384	95,607	46,397	36,298	137,256	18,999
Merrimack	1,137,382	268,894	92,372	67,231	29,281	382,183	35,681
Sullivan	278,467	58,639	18,489	28,424	9,443	56,196	6,159
TOTAL METRO COUNTIES	**6,796,130**	**1,378,824**	**659,467**	**949,166**	**378,994**	**1,440,558**	**189,612**
TOTAL STATE	**11,886,774**	**2,313,889**	**1,061,538**	**1,212,648**	**533,157**	**2,493,847**	**303,827**

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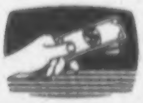
EFFECTIVE BUYING INCOME



S&MM ESTIMATES 12/31/91

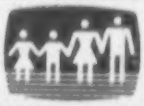
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
MANCHESTER-NASHUA	**6,350,280**	**43,623**	**10.1**	**19.6**	**22.2**	**40.6**	**.1666**
Hillsborough	6,350,280	43,623	10.1	19.6	22.2	40.6	.1666
• Manchester	1,655,113	35,070	14.5	24.1	22.6	27.5	.0490
• Nashua	1,558,455	43,604	10.1	19.4	22.4	40.3	.0472
SUBURBAN TOTAL	3,136,712	50,426	6.7	16.3	22.0	50.6	.0704
PORTSMOUTH-DOVER-ROCHESTER	**6,230,070**	**41,644**	**10.9**	**21.9**	**23.0**	**37.4**	**.1700**
Rockingham	4,615,665	44,346	9.6	20.3	22.4	41.6	.1274
• Portsmouth	434,998	32,827	15.1	29.8	19.8	26.4	.0181
Strafford	1,614,405	35,969	14.1	26.0	24.0	27.6	.0426
• Dover	426,641	34,731	15.3	26.4	23.7	25.9	.0126
• Rochester	398,814	33,792	15.9	27.5	24.6	23.5	.0118
SUBURBAN TOTAL	4,969,617	44,388	9.5	20.1	22.9	41.4	.1275

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Belknap	740,081	33,493	16.0	27.7	22.4	25.0	.0234
Carroll	543,444	30,355	19.5	29.0	19.6	21.8	.0180
Cheshire	1,055,688	34,227	15.5	26.4	21.7	26.9	.0314
Coos	429,873	27,483	20.5	26.8	21.3	15.8	.0131
Grafton	1,068,554	31,963	18.0	25.8	20.8	24.0	.0328
Merrimack	2,101,615	39,037	12.8	23.2	23.3	33.3	.0568
Sullivan	535,389	31,204	17.6	27.7	22.8	19.9	.0149
TOTAL METRO COUNTIES	**12,590,350**	**42,619**	**10.5**	**20.8**	**22.6**	**39.0**	**.3366**
TOTAL STATE	**19,054,994**	**39,040**	**12.7**	**22.8**	**22.3**	**34.0**	**.5270**

New Jersey

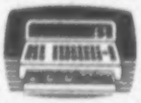
POPULATION



S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ATLANTIC CITY	**326.7**	**.1287**	**35.3**	**9.6**	**17.0**	**20.3**	**30.3**	**125.6**
Atlantic	229.1	.0903	34.3	10.1	17.8	20.6	28.2	86.8
• Atlantic City	38.8	.0153	35.1	10.3	16.8	17.2	32.9	16.0
Cape May	97.6	.0384	38.2	8.2	14.9	19.4	35.2	38.8
SUBURBAN TOTAL	287.9	.1134	35.3	9.5	17.0	20.7	29.9	109.6
BERGEN-PASSAIC	**1,275.7**	**.5030**	**36.5**	**9.5**	**16.3**	**22.4**	**29.9**	**461.9**
Bergen	822.2	.3242	38.0	8.7	15.9	23.1	31.8	307.7
Passaic	453.5	.1788	33.7	10.8	17.1	21.2	26.6	154.2
Clifton	71.8	.0283	39.5	8.8	16.5	20.3	36.3	28.9
Passaic	58.1	.0229	30.6	12.2	18.1	20.4	21.7	18.7
• Paterson	141.0	.0556	29.8	12.1	17.8	19.7	21.0	43.6
Wayne Township	47.0	.0185	38.0	10.7	13.6	22.4	31.3	15.6
SUBURBAN TOTAL	1,134.7	.4474	37.4	9.1	16.1	22.8	31.0	418.3

RETAIL SALES BY STORE GROUP



METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**3,092,424**	**666,070**	**410,241**	**260,662**	**133,973**	**582,391**	**103,166**
Atlantic	2,112,909	433,805	236,220	194,860	101,631	387,181	71,181
• Atlantic City	471,024	44,507	66,924	5,565	5,709	84,893	12,298
Cape May	979,515	232,265	174,021	65,802	32,342	195,210	31,985
SUBURBAN TOTAL	2,621,460	621,563	343,317	255,097	128,264	497,498	90,868
BERGEN-PASSAIC	**12,323,838**	**2,398,537**	**1,000,617**	**1,287,933**	**848,222**	**2,490,693**	**403,612**
Bergen	8,650,466	1,704,332	696,752	875,402	519,694	1,809,885	302,550
Passaic	3,673,372	694,205	303,865	412,531	328,528	680,808	101,062
Clifton	647,178	140,675	65,982	10,594	17,239	177,629	18,271
Passaic	198,983	65,567	10,506	4,013	7,882	13,473	10,164
• Paterson	409,526	117,597	31,681	7,736	59,203	38,078	21,368
Wayne Township	1,221,921	115,360	99,386	323,684	178,122	158,307	18,628
SUBURBAN TOTAL	11,914,312	2,280,940	968,936	1,280,197	789,019	2,452,615	382,244

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N.J. (cont.)

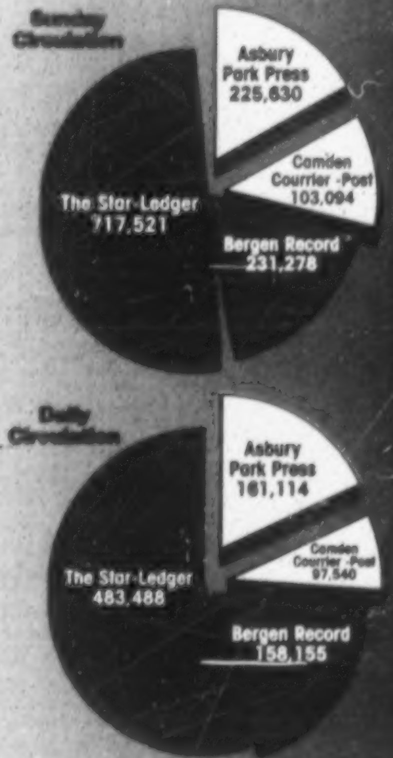
POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
JERSEY CITY	**548.9**	**.2164**	**33.4**	**10.9**	**19.6**	**20.5**	**26.5**	**205.6**	**3,223,295**	**728,826**	**287,144**	**195,267**	**270,608**	**451,870**	**147,066**
Hudson	548.9	.2164	33.4	10.9	19.6	20.5	26.5	205.6	3,223,295	728,826	287,144	195,267	270,608	451,870	147,066
Bayonne	61.0	.0241	37.9	9.1	16.7	20.6	33.7	24.9	263,586	77,079	30,996	5,093	15,792	6,601	21,165
• Hoboken	33.2	.0131	31.8	13.6	28.9	18.9	21.7	14.8	153,975	64,205	26,139	2,143	3,836	1,764	9,728
• Jersey City	226.8	.0894	31.8	11.6	19.9	20.5	23.1	81.1	1,232,671	234,685	91,106	101,909	56,761	295,077	61,600
North Bergen Township	48.0	.0189	36.1	9.3	18.5	20.4	31.2	18.7	244,534	81,032	26,445	10,874	7,565	24,674	7,867
Union City	57.6	.0227	32.5	11.4	18.8	20.4	24.9	20.3	257,694	47,054	22,089	5,554	12,736	42,043	13,731
SUBURBAN TOTAL	288.9	.1139	35.2	10.1	18.4	20.6	29.7	109.7	1,836,649	409,936	169,899	91,215	210,011	155,029	75,738
MIDDLESEX-SOMERSET-HUNTERDON	**1,044.2**	**.4118**	**34.3**	**10.5**	**18.7**	**23.3**	**25.3**	**374.0**	**8,614,081**	**1,933,470**	**756,140**	**1,008,907**	**589,190**	**1,692,140**	**233,068**
Hunterdon	111.4	.0440	35.6	8.3	16.5	28.0	23.2	39.0	952,108	222,934	73,845	23,723	64,296	183,635	20,759
Middlesex	683.1	.2693	33.7	11.7	18.9	22.1	25.5	242.9	5,341,893	1,137,081	464,574	812,726	375,588	915,616	159,632
East Brunswick Township	44.3	.0175	35.3	9.1	16.1	26.3	24.3	15.1	800,632	146,541	55,845	162,590	95,140	83,025	11,123
Edison Township	90.2	.0356	34.4	9.3	20.0	23.8	24.9	32.3	918,599	163,112	54,493	125,463	129,119	181,279	27,141
• New Brunswick	42.5	.0168	24.8	33.4	18.1	13.8	17.3	12.9	228,926	21,154	36,509	52,917	4,106	29,158	6,090
Old Bridge Township	57.4	.0226	33.3	9.2	19.8	23.6	23.0	20.3	177,280	40,887	18,842	12,265	4,811	4,359	10,869
• Perth Amboy	42.7	.0168	32.0	11.5	17.3	19.1	25.7	14.4	222,120	56,379	28,677	3,382	10,087	67,594	7,646
Piscataway Township	47.9	.0189	29.5	21.7	17.8	21.3	19.0	14.3	83,249	12,712	23,849	125	4,674	2,759	4,114
Woodbridge Township	94.7	.0373	35.9	9.1	19.9	22.3	29.2	34.1	1,213,813	188,096	89,616	326,022	71,345	146,502	29,027
Somerset	249.7	.0985	35.1	8.3	19.3	24.5	25.7	92.1	2,320,080	573,455	217,721	172,458	149,306	592,889	52,677
Franklin Township	44.5	.0175	33.5	8.5	24.1	23.3	23.1	16.9	243,543	115,526	26,855	10,473	10,181	17,272	12,044
SUBURBAN TOTAL	959.0	.3782	34.8	9.4	18.9	23.9	25.6	346.7	8,163,035	1,855,937	690,954	952,608	574,997	1,595,388	219,332
MONMOUTH-OCEAN	**1,015.0**	**.4002**	**36.9**	**8.2**	**15.1**	**22.1**	**30.9**	**376.2**	**8,542,256**	**1,969,945**	**716,422**	**854,057**	**443,428**	**1,930,663**	**281,282**
Monmouth	566.6	.2234	35.5	8.7	15.9	24.2	26.7	202.2	5,065,087	1,106,828	442,567	510,743	284,111	1,138,505	157,610
Middletown Township	69.8	.0275	35.7	9.1	14.1	25.8	25.4	23.1	402,393	141,757	25,090	49,902	33,836	45,044	20,689
Ocean	448.4	.1768	39.0	7.6	14.0	19.4	36.2	174.0	3,477,169	863,117	273,855	343,314	159,317	792,158	123,672
Brick Township	68.8	.0271	36.2	8.0	16.4	21.7	30.1	25.8	527,752	161,743	26,725	57,826	33,061	76,683	19,205
Dover Township	79.0	.0311	36.8	8.8	13.8	23.0	29.8	28.2	1,237,413	233,400	71,607	227,260	75,291	300,174	31,146
Lakewood Township	46.6	.0184	33.8	8.9	14.7	16.7	31.6	16.9	407,349	64,912	21,904	12,802	8,010	210,286	11,180
SUBURBAN TOTAL	1,015.0	.4002	36.9	8.2	15.1	22.1	30.9	376.2	8,542,256	1,969,945	716,422	854,057	443,428	1,930,663	281,282

#1 Circulation In New Jersey



The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers in the state, combined.

For more information about The Star-Ledger's selling power contact Fred Marks, National Advertising Manager, at (201) 877-5864.

The Star-Ledger
THE NEWSPAPER FOR NEW JERSEY
One Star-Ledger Plaza, Newark, NJ 07102
Represented by Newhouse Newspapers
Source: ABC FasFax, March 31, 1992

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
NEWARK	**1,823.6**	**.7191**	**34.8**	**9.8**	**16.8**	**22.9**	**26.8**	**648.8**	**13,548,005**	**3,201,482**	**1,367,653**	**1,028,534**	**825,586**	**2,916,288**	**466,231**
Essex	771.5	.3042	33.7	10.6	17.0	21.5	26.3	274.4	4,656,138	1,168,904	564,930	426,279	329,633	597,942	196,151
Bloomfield Township	44.6	.0176	37.4	9.3	18.8	21.0	32.6	18.1	308,214	76,592	29,599	1,823	13,133	63,501	18,658
East Orange	72.9	.0287	32.4	10.6	18.0	21.1	24.3	26.8	146,049	50,122	19,285	1,661	3,423	14,991	6,947
Irvington Township	60.5	.0239	31.6	10.7	17.0	22.6	21.0	21.9	207,568	38,409	18,087	11,115	9,252	40,582	14,571
• Newark	272.8	.1076	29.9	12.4	17.8	19.4	21.5	90.1	879,484	199,742	188,812	66,918	65,176	31,338	51,284
Morris	423.7	.1671	35.7	9.4	16.3	25.7	25.6	149.7	4,289,744	1,029,440	342,163	405,342	225,898	987,495	103,194
Parsippany-Troy Hills Township	48.8	.0192	34.8	10.0	20.3	25.2	24.5	18.5	370,559	110,245	36,515	28,008	20,691	83,305	11,337
Sussex	134.0	.0528	33.1	8.1	17.4	26.5	20.2	45.4	853,116	249,681	65,795	31,681	26,369	232,895	26,011
Union	494.4	.1950	36.2	9.3	16.6	21.7	30.2	179.3	3,749,007	753,457	294,765	165,234	243,716	1,097,956	138,875
• Elizabeth	110.1	.0434	32.6	10.8	18.7	20.0	25.5	38.9	554,558	151,757	47,152	12,317	27,502	123,261	23,274
Plainfield	46.6	.0184	31.6	11.3	18.7	21.9	21.7	15.1	208,883	32,449	23,611	48,307	11,633	23,819	8,249
Union Township	50.1	.0198	40.5	9.7	14.4	20.3	37.6	18.8	653,742	115,950	46,292	41,482	81,953	132,907	24,933
SUBURBAN TOTAL	1,440.7	.5681	36.0	9.3	16.4	23.7	27.9	519.8	12,113,963	2,850,585	1,031,689	949,301	732,908	2,761,689	391,673
TRENTON	**220.8**	**.1304**	**34.5**	**11.4**	**16.7**	**22.5**	**26.6**	**118.6**	**2,708,053**	**570,524**	**341,444**	**298,707**	**154,086**	**639,101**	**93,880**
Mercer	330.8	.1304	34.5	11.4	16.7	22.5	26.6	118.6	2,708,053	570,524	241,444	298,707	154,086	639,101	93,880
Hamilton Township	87.9	.0347	36.8	8.6	16.4	23.2	29.9	33.0	684,595	214,601	45,148	49,907	21,622	181,438	32,520
• Trenton	90.0	.0355	31.7	10.8	18.4	19.2	24.7	31.2	284,794	68,610	48,769	13,073	30,058	14,616	13,702
SUBURBAN TOTAL	240.8	.0949	35.6	11.7	16.1	23.7	27.3	87.4	2,423,259	501,914	192,675	285,634	124,028	624,485	80,178
VINELAND-MILLVILLE-BRIDGETON	**139.1**	**.0549**	**33.7**	**9.8**	**16.0**	**20.9**	**27.0**	**47.1**	**1,039,935**	**253,987**	**63,861**	**97,697**	**32,043**	**312,392**	**43,629**
Cumberland	139.1	.0549	33.7	9.8	16.0	20.9	27.0	47.1	1,039,935	253,987	63,861	97,697	32,043	312,392	43,629
• Bridgeton	19.1	.0075	31.4	10.2	16.4	16.5	27.7	6.7	190,914	45,517	13,116	8,222	1,256	54,254	14,108
• Millville	26.2	.0103	33.4	10.0	15.6	21.1	26.4	9.7	197,551	35,482	12,297	2,867	6,709	113,629	4,250
• Vineland	55.2	.0218	34.0	10.1	15.3	21.0	27.6	18.7	592,046	147,400	34,085	83,190	21,122	139,609	25,260
SUBURBAN TOTAL	38.6	.0153	34.5	9.0	16.8	22.9	26.4	12.0	59,444	25,588	4,363	3,418	2,956	4,900	11
OTHER COUNTIES															
☐ Burlington	403.8	.1592	33.4	10.3	17.4	22.7	24.5	139.6	3,484,868	732,812	244,672	379,851	128,968	1,086,401	106,080
☐ Camden	511.7	.2018	33.1	9.4	17.3	21.5	25.1	181.8	3,682,068	907,656	309,787	418,791	251,437	503,096	165,608
• Camden	89.1	.0351	26.2	12.1	16.8	17.0	18.2	27.0	180,125	50,299	24,301	6,055	2,808	5,655	17,586
Cherry Hill Township	70.6	.0278	38.9	7.9	13.2	23.9	32.4	24.9	1,206,081	210,313	91,102	197,521	97,577	241,954	29,651
Gloucester Township	54.7	.0216	31.7	9.3	19.0	24.0	19.7	18.9	173,946	105,449	8,979	6,288	3,617	7,621	2,615
☐ Gloucester	235.5	.0928	32.7	9.9	17.1	22.5	23.5	80.7	1,861,067	381,204	129,003	264,352	77,707	478,780	58,216
Washington Township	43.0	.0170	31.3	8.9	16.5	27.2	16.7	13.5	304,183	64,471	21,665	12,756	8,577	128,000	9,618
☐ Salem	65.6	.0258	35.6	8.6	14.7	21.9	29.0	24.0	367,009	61,726	29,834	20,440	14,318	115,262	16,681
☐ Warren	92.9	.0366	34.8	8.6	16.7	23.1	26.6	34.5	723,008	163,270	48,124	46,058	23,370	154,723	29,794
TOTAL METRO COUNTIES	**7,813.5**	**3.0807**	**34.8**	**9.8**	**17.0**	**22.3**	**27.4**	**2,818.4**	**63,209,987**	**13,969,509**	**5,504,942**	**6,161,258**	**3,792,936**	**13,353,800**	**2,148,313**
TOTAL STATE	**7,813.5**	**3.0807**	**34.8**	**9.8**	**17.0**	**22.3**	**27.4**	**2,818.4**	**63,209,987**	**13,969,509**	**5,504,942**	**6,161,258**	**3,792,936**	**13,353,800**	**2,148,313**

Hunterdon
Somerset

Affluent...Desirable...Prime - Somerset and Hunterdon Counties

Let The Courier-News deliver two of the most important counties in New Jersey.
#1 Somerset County ranks first with a median household EBI of $57,000.
#3 Hunterdon County ranks third with a median household EBI of $51,631.

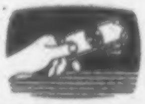
Call Peter Ricker, Advertising Director, 908-707-3002, today to discuss 100% penetration of this affluent market.

The Courier-News

Source: S&MM Survey of Buying Power Demographics USA 1991

N.J. (cont.)

EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ATLANTIC CITY	**5,361,276**	**35,402**	**14.8**	**23.9**	**20.3**	**30.3**	**.1486**
Atlantic	3,755,645	36,344	13.9	23.3	20.3	31.6	.1032
● Atlantic City	482,928	22,699	21.2	24.4	15.3	15.4	.0173
Cape May	1,605,631	33,635	17.0	25.1	20.1	27.6	.0454
SUBURBAN TOTAL	4,878,348	37,360	13.9	23.8	21.0	32.5	.1313
BERGEN-PASSAIC	**28,321,161**	**49,975**	**9.7**	**16.2**	**17.2**	**50.1**	**.6834**
Bergen	20,653,130	54,451	8.5	14.7	16.4	54.9	.4843
Passaic	7,668,031	42,051	12.3	19.2	18.8	40.2	.1991
Clifton	1,437,862	44,313	11.9	19.0	19.2	42.3	.0356
Passaic	693,190	30,540	17.7	24.0	19.1	24.1	.0172
● Paterson	1,603,521	30,359	17.3	24.7	19.1	23.4	.0394
Wayne Township	1,193,369	63,845	5.7	11.7	15.2	64.4	.0398
SUBURBAN TOTAL	26,717,640	52,462	8.9	15.3	17.0	52.8	.6440
JERSEY CITY	**8,743,710**	**35,753**	**14.5**	**21.2**	**18.8**	**32.1**	**.2136**
Hudson	8,743,710	35,753	14.5	21.2	18.8	32.1	.2136
Bayonne	1,082,453	37,075	14.3	21.4	18.7	34.0	.0237
● Hoboken	721,263	39,720	13.0	18.6	18.2	37.5	.0148
● Jersey City	3,275,386	33,740	14.6	21.7	18.7	29.5	.0821
North Bergen Township	832,711	38,279	15.8	20.2	18.6	35.6	.0190
Union City	712,814	30,215	17.4	25.4	19.5	22.6	.0183
SUBURBAN TOTAL	4,747,061	36,756	14.5	21.2	19.1	33.3	.1167
MIDDLESEX-SOMERSET-HUNTERDON	**23,569,843**	**55,212**	**7.1**	**14.4**	**17.5**	**56.3**	**.5405**
Hunterdon	2,816,471	62,707	5.6	11.5	14.6	64.9	.0623
Middlesex	13,762,890	51,010	8.1	16.1	19.0	51.3	.3265
East Brunswick Township	1,119,454	64,457	5.0	10.4	14.4	67.1	.0317
Edison Township	2,016,037	55,322	5.3	14.3	19.3	57.2	.0493
● New Brunswick	536,627	32,732	15.6	23.4	19.3	27.2	.0143
Old Bridge Township	1,161,688	53,267	7.2	14.9	19.3	54.5	.0230
● Perth Amboy	535,493	32,858	16.4	23.6	20.4	26.4	.0142
Piscataway Township	885,370	55,682	5.1	16.1	18.3	57.0	.0170
Woodbridge Township	1,873,931	50,683	8.0	16.5	19.7	50.9	.0526
Somerset	6,990,482	65,005	5.2	11.3	14.8	65.6	.1517
Franklin Township	1,120,453	62,601	4.7	10.8	15.9	65.5	.0223
SUBURBAN TOTAL	22,497,723	57,037	6.4	13.7	17.3	58.6	.5120
MONMOUTH-OCEAN	**19,713,290**	**43,790**	**12.5**	**19.3**	**18.6**	**42.4**	**.4850**
Monmouth	12,382,699	51,442	9.3	15.5	17.5	51.7	.2941
Middletown Township	1,606,859	59,790	7.0	12.0	15.9	61.0	.0337
Ocean	7,330,591	36,119	16.1	23.7	19.9	31.6	.1909
Brick Township	1,182,491	41,752	12.2	21.8	21.4	38.3	.0300
Dover Township	1,407,659	43,599	12.4	18.4	20.7	41.0	.0455
Lakewood Township	638,736	31,232	19.3	20.0	18.7	26.8	.0189
SUBURBAN TOTAL	19,713,290	43,790	12.5	19.3	18.6	42.4	.4850
NEWARK	**37,939,378**	**47,331**	**10.3**	**17.9**	**16.8**	**47.1**	**.8755**
Essex	14,131,117	38,592	13.1	19.4	16.6	37.7	.3270
Bloomfield Township	885,814	44,389	11.1	19.8	18.3	43.4	.0205
East Orange	981,336	30,572	16.4	23.3	18.3	25.1	.0213
Irvington Township	858,765	34,494	13.6	25.1	21.0	28.1	.0197
● Newark	2,840,673	24,766	18.9	22.7	16.3	19.1	.0741
Morris	10,795,734	59,920	5.7	13.0	16.1	61.8	.2488
Parsippany-Troy Hills Township	1,124,171	53,808	5.9	16.6	19.1	54.9	.0250
Sussex	2,635,889	53,442	7.2	14.3	19.6	54.7	.0599
Union	10,376,638	47,517	10.3	17.4	17.6	47.2	.2398
● Elizabeth	1,484,074	32,229	16.1	24.8	20.0	25.6	.0377
Plainfield	752,222	43,573	10.8	18.8	18.2	42.0	.0172
Union Township	1,005,499	48,522	11.1	16.6	17.4	48.3	.0282
SUBURBAN TOTAL	33,614,631	53,111	8.4	15.4	16.8	53.5	.7637
TRENTON	**6,782,113**	**47,080**	**10.3**	**18.1**	**17.7**	**46.6**	**.1615**
Mercer	6,782,113	47,080	10.3	18.1	17.7	46.6	.1615
Hamilton Township	1,710,060	48,391	9.1	18.4	19.6	47.9	.0411
● Trenton	1,125,977	30,204	17.3	24.5	18.1	24.7	.0269
SUBURBAN TOTAL	5,656,136	53,612	7.9	15.8	17.6	54.4	.1346
VINELAND-MILLVILLE-BRIDGETON	**1,874,468**	**33,462**	**16.4**	**23.3**	**20.4**	**27.2**	**.0533**
Cumberland	1,874,468	33,462	16.4	23.3	20.4	27.2	.0533
● Bridgeton	212,658	25,294	20.5	23.8	18.4	16.6	.0075
● Millville	390,309	34,770	14.7	23.0	20.6	29.0	.0106
● Vineland	757,369	34,475	16.5	23.1	20.5	28.6	.0243
SUBURBAN TOTAL	514,132	35,344	15.2	23.9	21.1	39.4	.0109
OTHER COUNTIES							
☐ Burlington	7,787,897	48,361	8.7	18.3	20.9	47.7	.1937
☐ Camden	8,617,024	43,336	12.6	20.8	20.2	37.1	.2164
● Camden	724,599	20,035	23.5	24.5	14.5	11.1	.0197
Cherry Hill Township	1,764,912	59,354	6.7	12.7	15.6	61.1	.0491
Gloucester Township	913,361	45,584	9.7	19.6	23.4	43.1	.0194
☐ Gloucester	3,870,100	43,834	10.8	19.4	21.6	41.1	.1011
Washington Township	798,485	56,688	5.3	13.2	18.9	59.8	.0191
☐ Salem	1,049,737	39,045	12.9	20.4	20.9	34.9	.0253
☐ Warren	1,542,909	40,772	12.5	21.2	21.8	36.3	.0400
TOTAL METRO COUNTIES	**155,172,966**	**45,775**	**10.8**	**18.0**	**18.4**	**44.9**	**3.7379**
TOTAL STATE	**155,172,966**	**45,775**	**10.8**	**18.0**	**18.4**	**44.9**	**3.7379**

WE'VE GOT YOUR NUMBER

National ranking of Monmouth-Ocean, NJ
- **#12** in average household EBI
- **#45** in total retail sales
- **#50** in number of households
- **#48** in population

©1991 S&MM Survey of Buying Power Demographics USA

Whatever you're selling, there's a market for you in Monmouth-Ocean. And we've got the numbers to prove it. Check out our listing. Then contact us to find out how you can get a piece of the action. Call Susan Siebl at **(908) 922-6000, ext. 3801.** Or Sawyer-Ferguson-Walker.

ASBURY PARK PRESS

The most effective way to reach Monmouth-Ocean

Circle No. 179 on Reader Service Card

New Mexico

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ALBUQUERQUE	**503.5**	**.1985**	**32.5**	**10.2**	**18.0**	**22.6**	**22.8**	**194.9**	**4,036,429**	**675,718**	**455,814**	**536,749**	**220,684**	**939,039**	**167,802**
Bernalillo	503.5	.1985	32.5	10.2	18.0	22.6	22.8	194.9	4,036,429	675,718	455,814	536,749	220,684	939,039	167,802
• Albuquerque	403.1	.1589	32.8	10.6	18.3	22.6	23.4	161.4	3,834,380	620,764	424,942	529,539	215,722	921,627	163,547
SUBURBAN TOTAL	100.4	.0396	31.0	8.8	17.3	22.7	20.3	33.5	202,049	54,954	30,872	7,210	4,962	17,412	4,255
LAS CRUCES	**142.6**	**.0563**	**28.2**	**13.9**	**16.4**	**18.7**	**20.2**	**47.4**	**642,154**	**140,371**	**69,202**	**97,654**	**24,848**	**125,767**	**15,832**
Dona Ana	142.6	.0563	28.2	13.9	16.4	18.7	20.2	47.4	642,154	140,371	69,202	97,654	24,848	125,767	15,832
• Las Cruces	65.3	.0257	[illegible]	13.9	16.7	18.7	23.6	25.0	572,390	119,725	60,475	80,732	23,477	121,423	14,163
SUBURBAN TOTAL	77.3	.0306	26.3	14.0	16.0	18.6	17.5	22.4	69,764	20,646	8,727	16,922	1,371	4,344	1,669
SANTA FE	**120.9**	**.0476**	**35.2**	**7.8**	**15.6**	**27.0**	**23.6**	**46.5**	**920,812**	**153,896**	**122,064**	**111,606**	**40,829**	**126,899**	**26,819**
Los Alamos	18.3	.0072	38.1	4.8	13.5	28.3	27.4	7.3	85,020	41,459	8,273	1,492	283	1,051	3,197
Santa Fe	102.6	.0404	34.7	8.4	15.9	26.6	23.0	39.2	835,792	112,437	113,791	110,114	40,546	125,848	23,622
• Santa Fe	57.9	.0228	36.4	9.0	15.1	26.1	26.6	23.6	782,227	111,986	105,464	107,711	37,323	120,434	20,395
SUBURBAN TOTAL	63.0	.0248	34.0	6.8	16.0	27.4	21.0	22.9	138,585	41,910	16,600	3,895	3,506	6,465	6,424
OTHER COUNTIES															
Catron	2.6	.0010	38.5	5.5	11.7	22.3	32.5	1.0	3,496	1,835	41	184	40	119	
Chaves	58.3	.0230	32.1	9.1	14.1	18.6	27.4	20.7	288,765	79,305	27,705	41,870	9,410	50,401	11,880
Roswell	45.0	.0177	32.5	9.3	13.8	18.1	28.4	16.3	279,097	76,777	26,754	41,823	8,492	48,618	11,866
Cibola	23.8	.0094	29.4	8.9	15.7	19.9	21.2	7.3	90,283	14,243	12,992	7,171	2,828	13,174	2,629
Colfax	12.7	.0050	35.9	6.7	13.2	20.5	30.9	4.9	86,456	22,306	16,004	5,667	708	10,771	5,239
Curry	42.5	.0168	29.5	11.1	17.6	18.0	22.3	15.1	307,803	81,051	29,534	44,583	11,767	50,242	10,809
De Baca	2.2	.0008	41.4	5.2	11.7	18.0	39.9	.9	8,601	3,006	838		86	251	121
Eddy	48.4	.0190	33.6	7.5	14.0	19.4	28.7	17.4	281,428	56,162	26,272	38,005	11,562	42,913	10,182
Grant	28.1	.0111	33.5	8.7	12.6	20.4	27.7	9.9	159,710	47,598	18,957	10,636	3,190	26,573	9,426
Guadalupe	4.0	.0016	32.4	7.7	15.5	17.6	28.3	1.5	27,062	4,134	6,828	431	61	427	
Harding	1.0	.0004	39.4	6.0	9.3	20.2	36.6	.4	3,546	392	450		42	315	
Hidalgo	5.8	.0023	30.6	8.5	14.6	19.0	24.6	2.0	27,021	7,344	2,507	63	46	4,266	742
Lea	54.0	.0213	30.2	8.5	15.4	18.9	23.7	18.7	285,003	105,415	19,745	31,021	5,577	59,757	5,632
Lincoln	12.1	.0047	37.6	6.5	13.7	22.6	31.6	4.8	99,993	21,409	12,800	15,349	1,980	16,221	1,976
Luna	18.6	.0074	37.1	6.9	11.3	16.5	35.9	7.0	102,007	31,091	6,338	7,172	3,218	15,870	3,114
McKinley	62.7	.0247	25.3	10.1	16.2	18.2	16.0	17.1	373,113	75,582	42,551	35,672	14,665	60,754	10,908
Mora	4.2	.0017	34.2	8.1	13.5	19.1	29.8	1.5	5,744	899	239		81	442	
Otero	52.5	.0207	29.6	10.9	18.0	18.9	21.3	18.4	250,867	66,178	20,266	29,981	15,355	59,357	5,719
Quay	10.7	.0042	37.4	6.6	12.4	21.2	32.4	4.2	63,388	17,292	10,860	7,134	1,181	6,987	1,588
Rio Arriba	35.2	.0139	30.1	9.2	15.6	20.5	21.9	11.8	129,504	40,187	11,898	5,261	1,757	14,141	10,011
Roosevelt	16.6	.0065	29.4	16.1	13.7	16.7	25.6	5.9	91,881	35,072	6,989	3,958	270	19,694	3,594
Sandoval	69.4	.0274	30.7	7.3	18.3	21.7	20.4	23.0	113,995	30,676	19,247	3,548	5,352	2,842	6,695
San Juan	91.8	.0362	28.1	8.4	16.1	20.1	18.7	28.7	591,003	155,893	50,001	93,406	26,117	129,913	14,301
San Miguel	25.9	.0102	30.7	10.5	15.3	19.9	23.6	8.7	108,463	40,143	13,999	8,418	1,658	14,682	5,613
Sierra	10.1	.0040	50.9	5.1	9.3	14.8	51.0	4.6	47,233	14,893	8,866	3,542	695	4,300	2,905
Socorro	14.8	.0058	30.4	10.9	15.4	19.9	23.0	5.2	47,618	10,551	9,409	4,472	148	5,898	1,969
Taos	23.3	.0092	34.2	7.6	14.3	24.5	24.4	8.9	167,493	53,094	19,637	18,511	1,928	12,593	2,023
Torrance	11.1	.0044	32.9	6.3	14.4	22.5	24.5	4.0	39,432	9,280	3,272		84	9,866	2,283
Union	3.9	.0015	37.5	5.6	12.7	19.5	33.8	1.6	16,346	4,460	2,472	957	498	1,229	1,277
Valencia	48.1	.0190	31.6	8.0	16.6	21.8	22.6	16.2	228,355	96,146	15,025	7,075	4,266	57,003	5,878
TOTAL METRO COUNTIES	**767.0**	**.3024**	**32.1**	**10.5**	**17.3**	**22.6**	**22.5**	**288.8**	**5,599,395**	**969,985**	**647,080**	**746,009**	**286,361**	**1,191,705**	**210,453**
TOTAL STATE	**1,561.4**	**.6156**	**31.5**	**9.6**	**16.5**	**21.1**	**23.1**	**560.2**	**9,645,014**	**2,095,622**	**1,062,822**	**1,170,116**	**410,921**	**1,882,706**	**346,969**

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N.M. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBUQUERQUE	**6,978,337**	**29,145**	**19.1**	**27.3**	**18.2**	**22.0**	**.1998**
Bernalillo	6,978,337	29,145	19.1	27.3	18.2	22.0	.1998
• Albuquerque	5,760,689	29,332	19.2	26.9	18.3	22.2	.1722
SUBURBAN TOTAL	1,217,648	28,308	19.1	28.4	17.5	21.1	.0278
LAS CRUCES	**1,360,283**	**23,119**	**24.0**	**26.9**	**15.4**	**13.9**	**.0400**
Dona Ana	1,360,283	23,119	24.0	26.9	15.4	13.9	.0400
• Las Cruces	741,400	24,695	21.2	26.0	17.0	15.5	.0245
SUBURBAN TOTAL	618,883	21,690	27.2	28.0	13.6	12.1	.0155
SANTA FE	**2,033,098**	**34,835**	**15.8**	**24.6**	**18.9**	**30.8**	**.0520**
Los Alamos	423,349	56,510	7.1	13.2	17.5	58.8	.0085
Santa Fe	1,609,749	31,761	17.5	26.7	19.2	25.6	.0435
• Santa Fe	981,618	32,413	17.1	26.0	19.5	26.4	.0306
SUBURBAN TOTAL	1,051,480	37,919	14.5	23.1	18.4	35.4	.0214
OTHER COUNTIES							
Catron	20,975	18,880	27.4	34.5	6.9	5.6	.0006
Chaves	626,834	23,441	23.0	28.5	15.4	13.6	.0177
Roswell	497,264	23,635	22.3	28.5	15.2	14.2	.0148
Cibola	169,548	18,713	26.8	27.0	12.0	7.8	.0056
Colfax	138,505	23,257	24.8	28.8	16.0	11.9	.0042
Curry	431,510	23,161	25.7	29.5	15.9	12.5	.0143
De Baca	21,365	18,270	31.6	24.8	13.3	6.8	.0006
Eddy	536,491	25,848	20.2	27.2	18.9	15.4	.0156
Grant	282,350	23,864	23.4	29.2	16.9	12.6	.0087

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Guadalupe	27,116	14,189	29.7	23.3	8.1	3.0	.0012
Harding	10,468	20,982	28.2	30.7	11.3	10.8	.0002
Hidalgo	62,837	26,290	21.8	23.2	23.8	13.1	.0018
Lea	556,004	25,096	20.7	27.6	17.6	14.8	.0164
Lincoln	139,349	21,981	25.8	26.3	14.2	13.5	.0045
Luna	147,570	16,489	31.2	24.0	9.9	6.1	.0050
McKinley	437,533	19,590	22.1	24.2	13.3	11.5	.0171
Mora	30,034	14,873	29.7	20.6	8.6	6.5	.0008
Otero	583,255	26,232	21.6	32.6	17.3	15.3	.0160
Quay	98,992	19,262	25.4	26.5	13.1	8.7	.0034
Rio Arriba	282,225	19,424	27.3	25.5	13.6	9.4	.0086
Roosevelt	156,038	19,741	26.0	23.8	15.3	10.2	.0049
Sandoval	862,795	33,803	15.1	27.2	23.3	24.4	.0189
San Juan	823,095	23,863	20.7	25.4	17.7	14.2	.0280
San Miguel	222,658	19,865	25.2	27.8	12.3	9.6	.0068
Sierra	116,961	18,829	29.3	28.2	10.0	8.5	.0032
Socorro	142,241	21,394	22.6	24.9	14.1	13.4	.0038
Taos	213,415	18,069	28.1	25.7	10.6	8.7	.0074
Torrance	103,769	21,326	26.6	27.7	15.1	10.1	.0029
Union	42,864	19,028	29.2	22.1	14.0	11.3	.0012
Valencia	539,476	27,646	20.2	27.6	20.1	17.0	.0148
TOTAL METRO COUNTIES	**10,371,718**	**28,878**	**19.4**	**26.8**	**17.8**	**22.1**	**.2918**
TOTAL STATE	**16,197,991**	**26,104**	**21.1**	**26.9**	**17.1**	**18.0**	**.5260**

New York

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALBANY-SCHENECTADY-TROY	**886.2**	**.3494**	**34.4**	**11.3**	**16.2**	**21.7**	**27.4**	**340.7**
Albany	293.8	.1158	34.4	13.1	16.3	21.3	27.7	116.5
• Albany	101.5	.0400	31.7	19.8	18.0	17.8	26.3	42.4
Greene	45.9	.0181	36.0	9.4	15.6	21.3	30.3	16.9
Montgomery	51.9	.0205	37.1	8.1	14.0	19.9	33.2	20.2
Rensselaer	154.9	.0611	33.3	12.4	16.3	20.9	26.3	57.8
• Troy	54.4	.0214	30.1	19.5	17.3	16.1	25.4	20.8
Saratoga	190.3	.0750	33.2	10.1	17.2	24.0	22.9	69.9
Schenectady	149.4	.0589	36.1	9.5	15.7	21.2	30.5	59.4
• Schenectady	65.6	.0259	33.2	12.5	18.7	17.7	28.3	27.9
SUBURBAN TOTAL	664.7	.2621	35.4	9.1	15.6	23.2	27.5	249.6
BINGHAMTON	**264.1**	**.1041**	**34.3**	**10.8**	**16.1**	**20.5**	**28.4**	**100.4**
Broome	211.3	.0833	34.6	11.4	16.2	20.2	29.1	81.4
• Binghamton	52.8	.0208	34.9	13.4	16.5	17.8	32.0	22.5
Tioga	52.8	.0208	33.2	8.0	16.4	21.8	25.3	19.0
SUBURBAN TOTAL	211.3	.0833	34.1	10.1	16.1	21.2	27.5	77.9
BUFFALO	**964.4**	**.3803**	**35.2**	**10.4**	**15.9**	**20.5**	**29.7**	**376.3**
Erie	964.4	.3803	35.2	10.4	15.9	20.5	29.7	376.3
• Buffalo	326.8	.1288	32.4	12.3	17.8	18.0	27.4	136.2
SUBURBAN TOTAL	637.6	.2515	36.8	9.4	15.0	21.7	31.0	240.1
BUFFALO–NIAGARA FALLS CONSOLIDATED AREA	***1,185.1***	***.4674***	***35.1***	***10.2***	***15.8***	***20.5***	***29.7***	***461.3***
ELMIRA	**95.6**	**.0377**	**34.7**	**9.8**	**15.1**	**20.6**	**29.0**	**35.5**
Chemung	95.6	.0377	34.7	9.8	15.1	20.6	29.0	35.5
• Elmira	33.9	.0134	31.1	13.5	16.8	17.0	26.4	12.5
SUBURBAN TOTAL	61.7	.0243	36.8	7.7	14.2	22.6	30.4	23.0
GLENS FALLS	**120.7**	**.0476**	**34.2**	**9.8**	**16.0**	**21.5**	**27.2**	**43.8**
Warren	60.3	.0238	35.0	9.8	15.3	21.9	28.0	23.1
• Glens Falls	15.3	.0060	32.9	11.1	17.4	19.6	26.9	6.3
Washington	60.4	.0238	33.5	9.8	16.7	21.0	26.5	20.7
SUBURBAN TOTAL	105.4	.0416	34.4	9.6	15.9	21.7	27.3	37.5
JAMESTOWN–DUNKIRK	**140.8**	**.0555**	**34.8**	**10.5**	**14.3**	**19.9**	**29.8**	**53.3**
Chautauqua	140.8	.0555	34.8	10.5	14.3	19.9	29.8	53.3

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY-SCHENECTADY-TROY	**6,971,896**	**1,625,823**	**624,232**	**821,224**	**330,108**	**1,543,153**	**278,055**
Albany	3,099,377	578,967	309,194	468,322	185,566	740,094	110,390
• Albany	1,128,463	171,029	125,974	191,799	49,864	298,538	41,601
Greene	292,292	90,668	21,304	22,160	8,009	56,274	10,816
Montgomery	296,138	90,515	19,409	30,431	6,030	47,267	18,820
Rensselaer	842,521	273,320	70,837	54,494	23,810	168,619	46,588
• Troy	345,758	113,609	41,634	22,451	16,282	43,461	28,388
Saratoga	1,289,700	295,426	123,249	115,256	44,115	335,135	36,544
Schenectady	1,151,868	296,927	80,239	130,561	62,578	195,764	54,897
• Schenectady	489,815	148,363	42,113	31,904	27,348	112,977	28,106
SUBURBAN TOTAL	5,007,860	1,192,802	414,511	575,070	236,614	1,083,177	179,960
BINGHAMTON	**1,905,840**	**396,027**	**169,295**	**259,866**	**81,828**	**413,278**	**93,493**
Broome	1,669,198	329,792	155,914	251,446	79,036	335,070	84,037
• Binghamton	521,141	112,256	50,471	66,089	35,503	103,610	29,308
Tioga	236,642	66,235	13,381	8,420	2,792	78,208	9,456
SUBURBAN TOTAL	1,384,699	283,771	118,824	193,777	46,325	309,668	64,185
BUFFALO	**6,873,197**	**1,712,587**	**724,504**	**763,159**	**361,942**	**1,426,368**	**372,218**
Erie	6,873,197	1,712,587	724,504	763,159	361,942	1,426,368	372,218
• Buffalo	1,575,725	528,311	226,181	97,589	67,575	205,064	117,872
SUBURBAN TOTAL	5,297,472	1,184,276	498,323	665,570	294,067	1,221,304	254,346
BUFFALO–NIAGARA FALLS CONSOLIDATED AREA	***8,335,500***	***2,049,168***	***861,820***	***932,423***	***418,703***	***1,593,336***	***455,099***
ELMIRA	**676,981**	**132,822**	**57,142**	**122,244**	**28,079**	**131,781**	**34,237**
Chemung	676,981	132,822	57,142	122,244	28,079	131,781	34,237
• Elmira	275,585	65,099	24,368	24,419	12,615	66,193	22,247
SUBURBAN TOTAL	401,396	67,723	32,774	97,825	15,464	65,588	11,990
GLENS FALLS	**963,701**	**230,113**	**90,728**	**91,626**	**33,099**	**224,939**	**40,780**
Warren	702,595	142,285	72,093	61,685	27,657	167,462	28,707
• Glens Falls	389,339	74,509	22,324	61,314	14,163	132,074	12,586
Washington	261,106	87,828	18,635	29,941	5,442	57,477	12,073
SUBURBAN TOTAL	574,362	155,604	68,404	30,312	18,936	92,865	28,194
JAMESTOWN–DUNKIRK	**856,749**	**232,934**	**73,100**	**93,012**	**36,033**	**205,356**	**38,035**
Chautauqua	856,749	232,934	73,100	93,012	36,033	205,356	38,035

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
• Dunkirk	13.8	.0054	35.8	9.3	14.3	18.2	32.9	5.6	123,641	50,236	6,851	22,473	3,840	9,075	9,648
• Jamestown	34.5	.0136	33.8	9.8	16.0	18.4	29.8	14.2	322,380	73,868	20,864	26,874	11,554	129,217	14,611
SUBURBAN TOTAL	92.5	.0365	35.1	10.9	13.6	20.8	29.4	33.5	410,728	108,830	45,385	43,665	20,639	67,064	13,776
NASSAU–SUFFOLK	**2,653.2**	**1.0461**	**35.3**	**10.0**	**15.9**	**22.8**	**27.8**	**867.6**	**25,171,481**	**5,304,225**	**1,908,748**	**2,372,906**	**1,491,873**	**5,065,589**	**916,779**
Nassau	1,285.9	.5070	37.0	9.6	15.2	22.4	30.7	430.0	13,939,172	2,584,950	1,125,867	1,297,458	885,834	2,512,620	510,675
Hempstead	49.4	.0195	29.4	18.1	17.5	20.4	19.9	14.0	542,289	70,297	16,277	33,131	17,687	303,832	6,513
Suffolk	1,367.3	.5391	33.9	10.4	16.6	23.1	25.0	437.6	11,232,309	2,719,275	782,881	1,075,448	606,039	2,552,969	406,104
SUBURBAN TOTAL	2,653.2	1.0461	35.3	10.0	15.9	22.8	27.8	867.6	25,171,481	5,304,225	1,908,748	2,372,906	1,491,873	5,065,589	916,779
NEW YORK	**8,627.2**	**3.4014**	**34.2**	**10.3**	**17.8**	**21.8**	**26.8**	**3,260.1**	**48,759,376**	**10,120,585**	**6,207,452**	**4,936,295**	**3,274,236**	**5,600,940**	**2,263,432**
Bronx	1,218.4	.4804	31.2	11.4	17.2	19.6	23.8	424.9	3,160,617	821,322	280,694	342,415	198,430	374,621	236,737
Kings	2,320.3	.9148	32.5	10.5	17.1	20.6	25.1	827.3	7,479,523	2,199,269	523,617	707,057	471,812	934,254	442,459
New York (Manhattan)	1,505.7	.5936	36.2	10.1	20.9	24.7	27.5	721.8	17,896,000	1,998,839	3,453,390	1,969,473	1,443,349	627,273	635,397
• New York City	7,396.8	2.9164	33.9	10.4	18.1	21.6	26.5	2,826.3	38,710,456	8,086,420	5,391,285	3,897,443	2,660,691	3,312,471	1,889,968
Putnam	86.0	.0339	34.0	8.9	16.8	26.2	22.1	28.7	492,222	135,542	36,446	30,024	14,388	122,723	14,761
Queens	1,966.0	.7752	35.5	10.0	18.0	21.3	29.4	719.6	8,137,333	2,334,462	991,949	635,648	473,015	1,102,112	465,024
Richmond	386.4	.1523	33.6	10.3	16.9	23.2	24.5	132.7	2,037,983	732,528	141,635	242,850	74,085	274,211	110,351
Rockland	265.9	.1048	34.5	9.8	14.6	23.5	25.9	84.7	1,784,720	426,494	142,466	151,330	94,110	477,836	77,637

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Source: Scarborough 1992/1990

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Source: 1987-91 ABC Audit, 1991 S&MM

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N.Y. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
Westchester	878.5	.3464	36.6	9.3	16.1	22.7	29.9	320.4
Mount Vernon	67.5	.0266	34.7	9.6	17.4	20.7	28.8	25.2
New Rochelle	67.6	.0267	37.8	9.6	15.6	21.4	32.8	25.4
● White Plains	48.9	.0193	37.2	9.2	18.6	22.9	30.6	19.5
Yonkers	188.9	.0745	36.0	9.7	17.2	19.6	31.7	72.2
SUBURBAN TOTAL	1,181.5	.4657	35.9	9.4	15.8	23.1	28.4	414.3
NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND CONSOLIDATED AREA	***18,131.2***	***7.1488***	***34.7***	***10.0***	***17.2***	***22.2***	***27.3***	***6,602.8***
NIAGARA FALLS	**220.7**	**.0871**	**35.0**	**9.3**	**15.5**	**20.6**	**29.5**	**85.0**
Niagara	220.7	.0871	35.0	9.3	15.5	20.6	29.5	85.0
● Niagara Falls	61.8	.0244	35.7	9.3	15.6	17.4	33.5	26.1
SUBURBAN TOTAL	158.9	.0627	34.8	9.3	15.5	21.6	28.0	58.9
ORANGE COUNTY	**318.1**	**.1254**	**32.0**	**10.3**	**16.8**	**22.8**	**22.2**	**104.9**
Orange	318.1	.1254	32.0	10.3	16.8	22.8	22.2	104.9
SUBURBAN TOTAL	318.1	.1254	32.0	10.3	16.8	22.8	22.2	104.9

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Westchester	7,771,978	1,472,129	637,255	857,498	505,047	1,687,910	281,066
Mount Vernon	453,630	64,396	14,398	7,390	8,934	66,216	14,703
New Rochelle	611,411	62,696	41,230	63,648	28,029	272,001	19,808
● White Plains	1,118,393	56,742	83,692	340,352	84,880	234,536	29,092
Yonkers	1,240,410	337,084	90,036	137,687	105,093	198,322	54,812
SUBURBAN TOTAL	8,930,527	1,978,423	732,475	698,500	528,665	2,053,933	344,372
NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND CONSOLIDATED AREA	***130,124,509***	***27,725,145***	***13,042,381***	***12,636,800***	***8,236,047***	***21,990,715***	***5,009,667***
NIAGARA FALLS	**1,462,303**	**356,581**	**137,316**	**170,264**	**56,761**	**266,968**	**83,681**
Niagara	1,462,303	356,581	137,316	170,264	56,761	266,968	83,681
● Niagara Falls	413,755	118,925	54,763	26,241	20,719	35,152	21,647
SUBURBAN TOTAL	1,048,548	237,656	82,553	144,023	36,042	231,816	62,034
ORANGE COUNTY	**2,302,542**	**565,436**	**181,194**	**273,498**	**110,388**	**492,318**	**75,158**
Orange	2,302,542	565,436	181,194	273,498	110,388	492,318	75,158
SUBURBAN TOTAL	2,302,542	565,436	181,194	273,498	110,388	492,318	75,158

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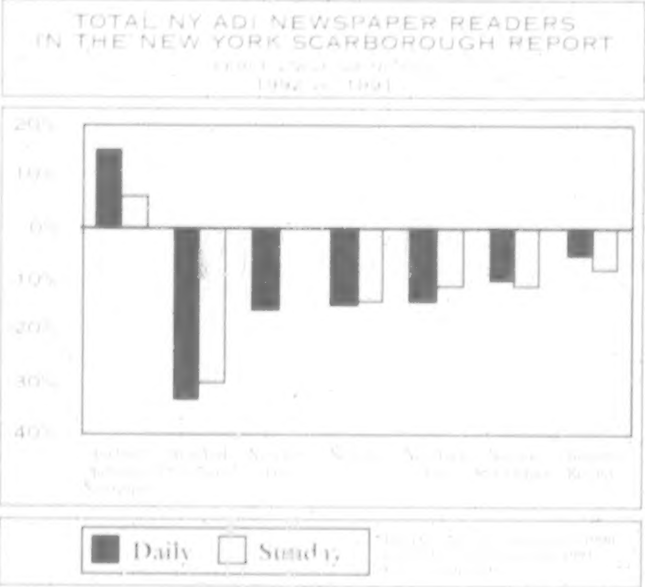

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POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
POUGHKEEPSIE	**265.1**	**.1045**	**33.8**	**10.7**	**17.3**	**23.0**	**24.8**	**91.6**	**2,261,077**	**548,815**	**174,207**	**280,917**	**100,534**	**475,468**	**84,824**
Dutchess	265.1	.1045	33.8	10.7	17.3	23.0	24.8	91.6	2,261,077	548,815	174,207	280,917	100,534	475,468	84,824
• Poughkeepsie	29.4	.0116	33.4	10.5	18.9	18.5	28.5	12.1	621,385	52,091	46,919	92,841	20,605	174,159	32,635
SUBURBAN TOTAL	235.7	.0929	33.8	10.8	17.0	23.6	24.5	79.5	1,639,692	496,724	127,288	188,076	79,929	301,309	52,189
ROCHESTER	**1,008.0**	**.3975**	**33.3**	**10.8**	**16.8**	**22.0**	**25.2**	**376.8**	**7,440,110**	**1,797,176**	**675,576**	**710,762**	**391,243**	**1,772,024**	**286,996**
Livingston	63.7	.0251	31.7	14.7	16.1	20.9	23.7	21.5	333,561	89,521	31,707	23,527	5,750	84,759	14,810
Monroe	715.5	.2821	33.4	11.0	16.9	22.1	25.2	273.0	5,668,842	1,332,212	534,113	538,926	325,720	1,358,952	220,778
• Rochester	232.2	.0916	30.4	12.6	20.7	18.4	22.0	94.0	1,423,602	324,267	189,051	50,265	110,548	298,149	69,840
Ontario	95.8	.0378	34.6	10.0	15.5	22.8	26.5	35.3	847,927	177,639	70,946	105,801	46,534	195,396	20,970
Orleans	42.8	.0169	32.9	9.6	16.8	21.2	25.2	14.6	164,501	59,840	13,749	13,487	5,075	28,573	8,731
Wayne	90.2	.0356	33.2	8.4	16.4	22.4	24.7	32.4	425,279	137,964	25,061	29,021	8,164	104,344	21,707
SUBURBAN TOTAL	775.8	.3059	34.5	10.3	15.5	23.1	26.2	282.8	6,016,508	1,472,909	486,525	660,497	280,695	1,473,875	217,156
SYRACUSE	**662.7**	**.2613**	**32.6**	**12.2**	**16.5**	**20.7**	**25.2**	**245.0**	**4,799,631**	**1,133,744**	**461,230**	**449,485**	**257,701**	**1,067,195**	**209,610**
Madison	70.2	.0277	31.4	15.1	14.7	20.6	24.1	23.7	369,381	97,304	38,767	26,948	10,792	82,007	21,327
Onondaga	469.0	.1849	33.2	11.6	16.8	20.8	26.1	178.2	3,799,335	875,344	350,849	379,295	229,153	826,979	154,550
• Syracuse	163.9	.0646	30.7	17.0	17.8	16.8	25.5	65.1	1,149,751	219,869	135,525	30,127	102,925	335,421	51,252
Oswego	123.5	.0487	30.8	12.6	16.1	20.5	22.7	43.1	630,915	161,096	71,614	43,242	17,756	158,209	33,733
SUBURBAN TOTAL	498.8	.1967	33.2	10.6	15.9	22.0	25.2	179.9	3,649,880	913,875	325,705	419,358	154,776	731,774	158,358
UTICA-ROME	**316.1**	**.1246**	**34.6**	**10.5**	**15.4**	**20.0**	**29.4**	**116.8**	**2,040,739**	**470,652**	**194,681**	**237,036**	**84,580**	**415,629**	**111,369**
Herkimer	65.7	.0259	35.9	9.0	13.9	20.5	30.8	24.9	351,631	98,305	38,620	36,869	11,608	50,776	20,059
Oneida	250.4	.0987	34.3	10.9	15.8	19.9	29.0	91.9	1,689,108	372,347	156,061	200,167	72,972	364,853	91,310
• Rome	44.3	.0175	31.7	12.4	19.2	18.5	25.1	15.6	308,264	73,842	25,777	32,720	11,708	84,144	20,192
• Utica	68.5	.0270	35.0	11.6	15.8	17.1	32.9	28.2	414,134	111,685	55,954	35,551	19,595	25,708	35,274
SUBURBAN TOTAL	203.3	.0801	35.3	9.7	14.4	21.4	29.1	73.0	1,318,341	285,125	112,950	168,765	53,277	305,777	55,903
OTHER COUNTIES															
Allegany	50.6	.0200	31.6	15.5	12.5	18.9	26.9	17.0	187,052	62,654	20,805	14,023	9,579	24,747	11,798
Cattaraugus	83.6	.0330	33.6	10.2	14.0	20.2	27.8	30.3	461,199	110,939	55,155	61,494	19,773	81,878	25,922
Cayuga	82.7	.0326	33.5	9.5	16.6	20.7	26.7	29.2	415,973	132,244	30,878	43,811	12,232	95,434	14,404
Chenango	52.5	.0207	34.3	8.1	15.2	21.4	27.5	19.5	264,635	75,284	15,501	13,534	4,705	65,550	16,484
Clinton	86.3	.0340	30.4	14.6	18.8	19.7	21.6	29.5	626,177	143,113	39,731	84,867	22,120	142,078	27,009
Columbia	63.4	.0250	37.0	7.9	14.3	22.6	30.6	23.9	341,978	105,128	25,745	19,086	13,219	57,092	14,850
Cortland	49.0	.0193	30.8	16.3	14.8	19.6	24.2	17.3	357,160	80,218	39,358	29,447	11,807	71,876	19,158
Delaware	47.7	.0188	36.2	10.0	12.8	20.4	31.3	17.9	331,792	89,264	17,982	32,596	10,242	58,910	15,959
Essex	37.4	.0147	35.5	8.6	16.2	21.6	29.2	13.7	264,004	75,775	33,338	16,249	2,664	58,975	6,819
Franklin	47.4	.0187	33.1	10.2	17.3	20.8	25.9	16.3	271,582	74,336	18,791	23,702	8,122	49,208	17,173
Fulton	54.6	.0215	35.8	8.5	14.2	21.0	30.2	20.9	316,635	91,705	16,895	23,643	10,485	82,970	18,669
Genesee	60.2	.0238	33.8	9.4	15.9	20.8	27.2	21.7	361,375	79,648	34,832	32,839	16,404	84,413	13,243
Hamilton	5.2	.0021	40.6	7.4	12.8	22.2	36.0	2.2	23,909	8,179	3,480	2,190	962	3,104	
Jefferson	118.3	.0466	29.7	13.7	17.8	18.8	21.8	40.0	830,171	164,434	80,956	87,559	46,444	196,153	36,706
Lewis	27.6	.0109	31.8	8.5	15.9	19.6	25.3	9.6	90,482	31,830	8,343	10,006	1,631	16,362	5,746
Otsego	61.3	.0241	33.7	15.4	12.9	20.0	28.3	22.0	483,298	97,895	54,881	39,459	7,864	122,993	13,365
St. Lawrence	112.0	.0442	31.2	15.6	14.2	19.3	25.4	37.9	710,975	206,222	57,494	66,200	28,059	169,877	41,947
Schoharie	32.4	.0128	34.2	13.0	13.6	21.0	27.9	11.5	150,036	48,752	8,430	10,197	5,206	33,329	6,812
Schuyler	18.7	.0074	35.3	8.1	14.3	22.0	28.5	6.8	98,640	16,018	12,430	3,104	1,915	40,976	1,497
Seneca	33.3	.0131	35.2	8.6	15.2	21.4	28.9	12.2	175,709	44,468	12,339	9,924	4,684	51,996	10,331
Steuben	99.5	.0392	34.9	8.3	14.4	20.8	29.1	37.6	582,419	188,965	44,511	49,747	34,137	105,496	27,923
Sullivan	70.7	.0279	35.2	8.8	15.9	21.7	28.5	25.1	470,506	150,950	30,246	24,787	10,150	72,422	16,460
Tompkins	95.1	.0375	27.8	25.6	16.4	19.5	18.7	33.6	626,988	156,175	62,137	71,729	30,166	124,161	22,994
Ulster	167.4	.0660	34.8	10.0	16.8	23.0	26.6	61.3	1,237,196	313,159	93,314	136,655	37,336	232,346	46,121
Wyoming	43.6	.0171	32.8	9.4	18.1	21.8	24.2	14.0	185,586	57,051	12,383	10,653	7,374	40,645	9,136
Yates	23.1	.0092	35.3	8.9	14.1	20.8	29.5	8.6	94,852	29,372	7,721	4,654	1,165	19,365	4,756
TOTAL METRO COUNTIES	**16,542.9**	**6.5225**	**34.3**	**10.4**	**16.9**	**21.8**	**27.1**	**6,097.8**	**112,485,623**	**24,627,520**	**11,679,405**	**11,582,294**	**6,638,408**	**19,101,006**	**4,888,667**
TOTAL STATE	**18,166.3**	**7.1626**	**34.2**	**10.4**	**16.9**	**21.7**	**26.9**	**6,677.4**	**122,445,952**	**27,261,298**	**12,517,081**	**12,504,449**	**6,996,850**	**21,303,382**	**5,333,929**

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Source: ABC Audit Reports, Sept. 30, 1991

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60% HOUSEHOLD COVERAGE IN SCHENECTADY COUNTY

No other daily newspaper reaches over 9% of Schenectady County

N.Y. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
ALBANY-SCHENECTADY-TROY	**13,817,504**	**34,926**	**15.4**	**24.9**	**21.3**	**28.6**	**.3697**
Albany	4,789,730	34,915	15.2	24.5	21.1	28.7	.1384
• Albany	1,425,064	26,867	20.2	26.4	17.6	19.8	.0457
Greene	588,885	29,188	19.2	28.4	20.4	19.0	.0163
Montgomery	655,892	27,180	21.9	29.1	19.7	16.2	.0177
Rensselaer	2,252,822	34,462	15.6	25.2	21.7	27.4	.0562
• Troy	673,650	25,941	22.0	26.7	18.0	17.2	.0190
Saratoga	3,165,529	40,573	12.0	22.8	22.1	36.3	.0787
Schenectady	2,364,646	33,955	16.2	25.5	20.8	27.5	.0624
• Schenectady	873,158	26,692	21.2	28.6	18.7	16.3	.0250
SUBURBAN TOTAL	10,845,632	38,148	13.4	24.1	22.4	32.5	.2800
BINGHAMTON	**3,667,013**	**31,276**	**18.3**	**26.4**	**20.2**	**23.7**	**.1013**
Broome	2,949,298	30,709	18.6	26.6	19.7	23.2	.0837
• Binghamton	664,380	22,883	24.7	25.3	14.9	15.4	.0217
Tioga	717,715	33,694	16.8	25.8	21.9	25.9	.0176
SUBURBAN TOTAL	3,002,633	33,726	16.4	26.8	21.7	26.1	.0796
BUFFALO	**13,260,348**	**29,594**	**18.3**	**25.7**	**19.5**	**21.8**	**.3671**
Erie	13,260,348	29,594	18.3	25.7	19.5	21.8	.3671
• Buffalo	3,566,942	20,018	24.3	25.3	13.8	11.0	.0996
SUBURBAN TOTAL	9,693,406	35,426	14.9	25.8	22.8	27.9	.2675
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA	***16,191,765***	***29,770***	***18.3***	***25.8***	***19.9***	***21.6***	***.4479***
ELMIRA	**1,218,757**	**28,746**	**20.0**	**27.4**	**19.8**	**19.5**	**.0350**
Chemung	1,218,757	28,746	20.0	27.4	19.8	19.5	.0350
• Elmira	349,375	20,825	26.6	25.3	14.5	11.8	.0119
SUBURBAN TOTAL	869,382	33,022	16.2	28.8	22.7	23.7	.0231
GLENS FALLS	**1,653,312**	**31,370**	**18.2**	**28.2**	**22.1**	**21.0**	**.0474**
Warren	875,116	31,855	17.8	27.6	21.3	22.9	.0280
• Glens Falls	219,769	28,816	19.3	26.0	21.9	18.1	.0106
Washington	778,196	30,860	18.7	28.7	23.0	19.0	.0194
SUBURBAN TOTAL	1,433,543	31,740	18.0	28.5	22.1	21.5	.0368
JAMESTOWN-DUNKIRK	**1,401,196**	**22,155**	**25.4**	**29.9**	**16.8**	**8.3**	**.0440**
Chautauqua	1,401,196	22,155	25.4	29.9	16.8	8.3	.0440
• Dunkirk	126,627	19,102	26.0	27.4	15.0	5.5	.0048
• Jamestown	328,545	18,936	27.3	28.7	13.7	5.5	.0124
SUBURBAN TOTAL	946,024	24,039	24.5	31.1	18.4	10.0	.0268
NASSAU-SUFFOLK	**53,636,941**	**53,425**	**7.9**	**15.0**	**17.3**	**54.6**	**1.3430**
Nassau	28,582,574	55,640	7.4	14.3	16.2	57.1	.7143
Hempstead	658,635	39,794	13.0	20.5	17.8	37.4	.0217
Suffolk	25,054,367	51,551	8.3	15.7	18.4	52.2	.6287
SUBURBAN TOTAL	53,636,941	53,425	7.9	15.0	17.3	54.6	1.3430

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
NEW YORK	**149,120,140**	**34,572**	**14.5**	**20.9**	**17.1**	**32.3**	**3.4832**
Bronx	13,608,330	25,137	18.4	22.7	15.8	19.8	.3307
Kings	29,673,508	28,581	17.2	22.7	16.8	24.0	.7041
New York (Manhattan)	39,824,276	34,876	14.0	19.9	15.7	34.2	.9476
• New York City	120,385,869	32,417	15.2	21.9	17.2	29.2	2.8351
Putnam	1,771,193	56,458	6.1	12.1	18.6	58.7	.0387
Queens	30,498,689	36,788	13.4	22.8	20.0	32.6	.6980
Richmond	6,781,066	46,529	10.4	16.7	18.6	45.6	.1550
Rockland	5,405,529	56,465	7.3	13.8	16.0	57.4	.1228
Westchester	21,557,549	51,030	9.5	15.7	16.2	51.1	.4863
Mount Vernon	1,095,066	37,176	13.9	20.7	20.1	33.0	.0275
New Rochelle	1,556,893	46,525	10.9	17.1	16.6	46.3	.0363
• White Plains	1,161,245	47,356	10.2	17.4	17.9	46.7	.0379
Yonkers	3,322,066	39,546	13.3	19.5	18.5	37.2	.0799
SUBURBAN TOTAL	27,573,026	52,835	8.9	15.0	16.2	53.1	.6102
NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND CONSOLIDATED AREA	***346,788,883***	***41,847***	***12.1***	***18.8***	***17.2***	***40.8***	***8.2235***
NIAGARA FALLS	**2,931,417**	**30,540**	**18.3**	**26.6**	**21.5**	**20.7**	**.0808**
Niagara	2,931,417	30,540	18.3	26.6	21.5	20.7	.0808
• Niagara Falls	720,308	22,764	23.9	26.0	17.1	12.2	.0213
SUBURBAN TOTAL	2,211,109	33,860	15.9	26.9	23.4	24.5	.0595
ORANGE COUNTY	**4,948,106**	**41,834**	**12.1**	**19.9**	**21.1**	**38.5**	**.1294**
Orange	4,948,106	41,834	12.1	19.9	21.1	38.5	.1294
SUBURBAN TOTAL	4,948,106	41,834	12.1	19.9	21.1	38.5	.1294
POUGHKEEPSIE	**4,567,297**	**44,063**	**10.9**	**19.6**	**21.3**	**41.6**	**.1195**
Dutchess	4,567,297	44,063	10.9	19.6	21.3	41.6	.1195
• Poughkeepsie	442,328	29,052	20.4	23.0	18.0	23.7	.0185
SUBURBAN TOTAL	4,124,969	46,129	9.5	19.0	21.8	44.4	.1010
ROCHESTER	**15,453,199**	**35,735**	**14.9**	**23.8**	**21.5**	**29.7**	**.4093**
Livingston	828,943	33,463	16.1	28.1	22.6	24.7	.0216
Monroe	11,439,918	36,530	14.5	22.7	20.8	31.5	.3032
• Rochester	2,786,348	24,391	21.2	25.7	17.3	15.1	.0791
Ontario	1,527,314	37,627	13.7	24.6	23.0	31.3	.0419
Orleans	535,276	31,693	17.1	29.5	23.4	20.3	.0133
Wayne	1,121,748	31,573	17.6	27.0	23.7	20.3	.0293
SUBURBAN TOTAL	12,666,851	39,636	12.8	23.2	22.8	34.5	.3302
SYRACUSE	**9,379,763**	**32,925**	**16.5**	**25.4**	**20.8**	**25.8**	**.2572**
Madison	940,353	33,784	15.9	26.9	21.9	26.0	.0242
Onondaga	6,945,587	33,409	16.1	24.9	20.7	26.7	.1928
• Syracuse	1,924,682	23,112	22.8	25.7	16.2	14.2	.0577
Oswego	1,493,823	30,576	18.5	27.0	20.6	21.6	.0402
SUBURBAN TOTAL	7,455,081	36,486	14.2	25.4	22.5	29.9	.1995

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Source: 1987-91 ABC Audit, 1991 S&MM

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
UTICA–ROME	**3,970,361**	**28,582**	**19.8**	**27.8**	**19.8**	**19.0**	**.1117**
Herkimer	737,270	25,351	23.3	28.6	19.0	13.9	.0209
Oneida	3,233,083	29,446	18.9	27.5	20.0	20.4	.0908
• Rome	528,559	27,039	21.0	31.4	18.0	16.7	.0157
• Utica	792,674	22,487	23.3	26.1	16.5	12.3	.0229
SUBURBAN TOTAL	2,649,128	31,357	18.2	27.6	21.4	22.2	.0731
OTHER COUNTIES							
Allegany	534,891	26,500	21.9	30.4	18.0	15.2	.0142
Cattaraugus	926,506	25,257	23.5	30.6	17.5	14.0	.0267
Cayuga	991,298	29,259	20.2	27.6	21.3	18.8	.0266
Chenango	674,913	29,351	19.6	29.9	20.6	19.2	.0175
Clinton	1,020,064	28,485	19.4	28.6	19.9	18.4	.0308
Columbia	904,144	31,528	18.1	26.1	20.7	23.5	.0228
Cortland	594,675	29,943	19.0	27.7	22.2	18.9	.0177
Delaware	576,074	27,033	21.8	30.5	18.7	16.3	.0169
Essex	429,293	26,016	22.0	30.1	17.7	14.9	.0129
Franklin	520,643	25,952	22.7	27.9	18.2	15.8	.0152
Fulton	640,807	26,121	22.6	29.7	19.3	13.9	.0181
Genesee	800,155	33,129	17.6	26.7	23.4	23.3	.0215
Hamilton	69,103	26,527	22.4	33.0	19.5	14.4	.0018
Jefferson	1,368,223	28,050	20.5	30.6	19.3	17.3	.0412
Lewis	301,764	27,553	20.0	30.6	21.1	14.0	.0077
Otsego	770,809	28,344	20.6	29.3	18.9	18.9	.0230
St. Lawrence	1,151,509	24,515	23.1	28.3	17.6	13.5	.0361
Schoharie	394,168	28,997	20.1	29.8	19.4	19.2	.0103
Schuyler	213,311	27,975	20.7	33.1	20.9	14.2	.0060
Seneca	429,318	30,609	18.8	28.9	21.7	20.4	.0112
Steuben	1,241,710	27,607	20.9	29.4	19.1	17.7	.0342
Sullivan	900,975	29,032	20.0	26.6	19.9	20.5	.0255
Tompkins	1,287,065	30,084	19.0	24.7	18.1	24.6	.0351
Ulster	2,452,458	34,824	14.9	25.5	22.0	27.7	.0665
Wyoming	444,061	27,618	20.7	33.5	22.0	12.7	.0125
Yates	263,598	26,398	22.5	30.4	18.6	14.9	.0069
TOTAL METRO COUNTIES	**279,025,354**	**36,386**	**14.2**	**21.4**	**18.2**	**33.5**	**6.8986**
TOTAL STATE	**298,926,889**	**35,506**	**14.7**	**22.1**	**18.3**	**32.2**	**7.4575**

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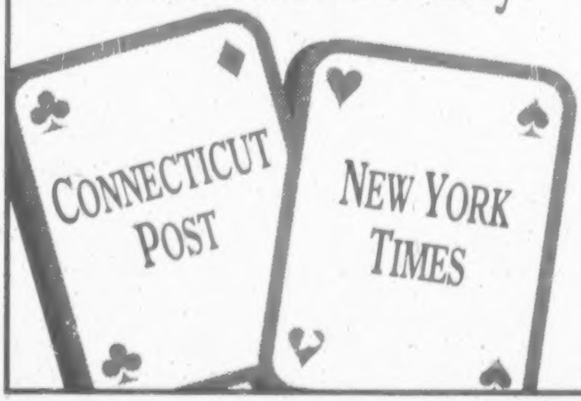

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North Carolina

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**177.7**	**.0700**	**37.2**	**9.0**	**14.9**	**22.8**	**30.9**	**72.2**	**1,334,803**	**278,182**	**146,896**	**180,661**	**78,817**	**245,635**	**49,698**
Buncombe	177.7	.0700	37.2	9.0	14.9	22.8	30.9	72.2	1,334,803	278,182	146,896	180,661	78,817	245,635	49,698
• Asheville	62.6	.0247	38.5	9.3	14.8	20.8	34.5	27.5	955,204	153,518	103,946	160,842	58,429	177,392	33,357
SUBURBAN TOTAL	115.1	.0453	36.6	8.9	15.0	23.6	29.1	44.7	379,599	124,664	42,950	19,819	20,388	68,243	16,341
BURLINGTON	**109.9**	**.0433**	**36.1**	**11.0**	**15.2**	**21.7**	**30.0**	**43.4**	**900,048**	**173,194**	**66,066**	**81,346**	**45,162**	**215,198**	**38,910**
Alamance	109.9	.0433	36.1	11.0	15.2	21.7	30.0	43.4	900,048	173,194	66,066	81,346	45,162	215,198	38,910
• Burlington	40.1	.0158	37.4	9.6	15.2	20.6	32.9	16.9	643,108	104,033	47,445	79,122	36,254	157,678	26,033
SUBURBAN TOTAL	69.8	.0275	35.4	11.8	15.2	22.4	28.3	26.5	256,940	69,161	18,621	2,224	8,908	57,520	12,877
CHARLOTTE-GASTONIA-ROCK HILL	**1,200.4**	**.4732**	**33.1**	**10.7**	**17.5**	**22.7**	**24.1**	**455.6**	**8,749,247**	**1,645,120**	**864,179**	**888,076**	**463,363**	**2,093,408**	**378,060**
Cabarrus	101.0	.0398	35.1	9.7	15.8	22.5	27.6	38.3	694,096	140,388	50,815	80,621	44,032	176,466	26,144
• Kannapolis	30.3	.0119	36.2	9.9	15.6	18.1	33.4	12.2	113,791	27,000	4,873	71	16,590	26,831	3,576
Gaston	176.9	.0697	33.9	10.3	15.9	22.0	26.3	66.0	1,177,958	256,298	102,528	146,103	43,354	283,703	63,031
• Gastonia	55.3	.0218	34.5	9.7	15.5	20.8	28.4	21.2	787,610	140,185	69,578	128,251	27,360	191,623	36,116
Lincoln	52.1	.0205	34.4	9.9	16.1	22.9	26.1	19.5	259,161	57,351	21,492	12,225	9,972	48,899	14,852
Mecklenburg	534.6	.2108	32.3	11.1	19.8	23.4	21.4	209.4	4,773,731	800,679	516,231	466,159	272,523	1,176,295	182,753
• Charlotte	413.9	.1632	32.5	10.5	20.1	23.0	21.9	166.2	4,132,613	627,615	426,688	420,036	239,303	1,108,231	152,179
Rowan	112.6	.0444	35.7	9.5	15.5	21.1	29.9	43.3	509,548	102,452	50,513	48,921	20,062	110,520	28,167
Union	87.4	.0344	32.3	10.7	16.0	23.1	22.6	30.4	433,493	92,656	32,740	52,669	20,130	112,620	18,657
York, S. C.	*135.8*	*.0536*	*32.6*	*11.6*	*16.1*	*22.2*	*24.0*	*48.7*	*901,263*	*195,296*	*89,860*	*81,378*	*53,290*	*183,905*	*44,456*
• Rock Hill	*43.0*	*.0170*	*29.9*	*16.8*	*16.5*	*18.1*	*23.5*	*15.2*	*536,808*	*141,915*	*51,970*	*74,996*	*30,962*	*92,644*	*23,624*
SUBURBAN TOTAL	657.9	.2593	33.6	10.5	16.4	23.2	24.6	240.8	3,178,425	738,405	311,070	264,723	149,148	673,079	162,565
FAYETTEVILLE	**278.1**	**.1097**	**27.6**	**16.6**	**19.6**	**18.8**	**16.6**	**92.6**	**1,719,843**	**277,598**	**164,397**	**265,999**	**110,787**	**390,938**	**55,122**
Cumberland	278.1	.1097	27.6	16.6	19.6	18.8	16.6	92.6	1,719,843	277,598	164,397	265,999	110,787	390,938	55,122
• Fayetteville	76.6	.0302	31.6	13.4	17.4	19.7	24.3	30.0	1,171,575	161,540	116,430	211,963	61,994	291,568	40,463
SUBURBAN TOTAL	201.5	.0795	26.3	17.8	20.3	18.6	13.6	62.6	548,268	116,058	47,967	54,036	48,793	99,370	14,659
GREENSBORO-WINSTON-SALEM-HIGH POINT	**961.1**	**.3790**	**34.5**	**10.9**	**16.7**	**22.7**	**26.5**	**380.0**	**7,348,775**	**1,281,194**	**698,632**	**766,393**	**635,031**	**1,497,186**	**312,797**
Davidson	129.2	.0510	35.0	9.7	16.2	23.0	26.9	50.0	633,983	155,765	56,610	43,762	40,424	133,775	30,801
Davie	28.8	.0113	36.8	8.7	14.8	23.8	29.1	11.2	110,814	30,718	8,942	2,351	8,747	20,020	7,884
Forsyth	270.7	.1068	34.4	10.7	17.5	22.5	26.4	109.6	2,457,880	388,453	231,274	287,048	164,777	622,522	106,301
• Winston-Salem	146.1	.0576	33.8	12.6	17.6	20.3	27.6	61.1	1,950,990	266,154	185,432	268,255	136,015	493,369	73,000
Guilford	354.0	.1396	33.9	12.4	16.9	22.4	25.7	140.1	3,384,298	522,346	347,564	383,157	383,593	574,992	126,048
• Greensboro	187.0	.0737	32.7	14.7	17.7	21.6	24.4	76.2	2,321,585	359,686	242,743	295,310	210,384	374,072	86,843
• High Point	70.8	.0279	34.1	10.7	16.5	21.0	27.5	28.0	739,172	58,783	76,619	68,789	159,127	183,082	28,572
Randolph	109.5	.0432	34.7	9.6	16.5	22.9	26.6	42.3	522,546	118,547	38,240	42,423	33,072	93,831	23,077
Stokes	37.9	.0149	34.7	9.7	16.3	23.6	25.9	14.4	106,100	36,698	7,102	5,571	1,639	12,331	8,308
Yadkin	31.0	.0122	37.1	9.0	15.3	22.4	30.8	12.4	133,154	28,667	8,900	2,081	2,769	39,715	10,378
SUBURBAN TOTAL	557.2	.2198	35.4	9.2	16.3	23.8	26.7	214.7	2,337,028	596,571	193,838	134,039	119,505	446,663	124,382

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POPULATION

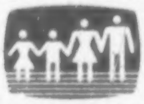
S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
HICKORY-MORGANTON	**226.0**	**.0892**	**35.0**	**10.0**	**15.9**	**23.0**	**27.1**	**86.9**	**1,563,932**	**315,716**	**142,331**	**153,452**	**99,040**	**365,778**	**67,794**
Alexander	28.1	.0111	34.4	10.0	16.2	23.5	25.6	10.5	114,812	22,851	7,628	1,731	10,164	16,910	7,275
Burke	76.7	.0303	35.7	9.9	15.4	22.7	28.4	29.6	431,743	115,029	35,124	25,123	24,501	107,227	21,907
• Morganton	15.3	.0060	39.0	8.9	15.3	21.9	34.2	6.2	288,385	65,697	26,171	18,053	16,900	76,346	13,834
Catawba	121.2	.0478	34.8	10.0	16.3	23.1	26.5	46.8	1,017,377	177,836	99,579	126,598	64,375	241,641	38,612
• Hickory	29.0	.0114	34.9	12.6	16.6	20.9	28.9	12.1	667,558	100,004	53,236	99,795	48,392	179,116	20,279
SUBURBAN TOTAL	181.7	.0718	34.7	9.7	15.8	23.4	26.2	68.6	607,989	150,015	62,925	35,604	33,748	110,316	33,681
JACKSONVILLE	**153.5**	**.0605**	**24.6**	**26.9**	**21.5**	**15.1**	**11.7**	**42.4**	**759,280**	**138,978**	**88,195**	**102,549**	**51,525**	**171,221**	**20,521**
Onslow	153.5	.0605	24.6	26.9	21.5	15.1	11.7	42.4	759,280	138,978	88,195	102,549	51,525	171,221	20,521
• Jacksonville	30.7	.0121	28.1	14.2	20.2	17.7	18.3	11.3	486,733	63,258	44,587	95,853	27,452	115,579	12,972
SUBURBAN TOTAL	122.8	.0484	24.2	30.1	21.9	14.4	10.1	31.1	272,547	75,720	43,608	6,696	24,073	55,642	7,549
RALEIGH-DURHAM	**768.5**	**.3030**	**31.7**	**13.8**	**20.0**	**23.4**	**20.0**	**301.4**	**6,216,481**	**1,120,279**	**1,004,883**	**647,836**	**336,268**	**1,289,093**	**248,984**
Durham	186.9	.0737	32.1	13.0	19.5	22.6	21.8	74.5	1,441,020	285,438	156,623	179,588	74,586	305,084	65,715
• Durham	140.4	.0554	31.2	14.8	20.7	20.8	21.3	57.7	1,233,868	259,013	135,841	160,164	56,451	247,198	59,271
Franklin	37.8	.0149	34.2	10.5	16.3	21.6	27.1	14.0	115,230	31,944	9,553	4,064	840	24,264	7,677
Orange	96.9	.0382	29.6	22.1	18.6	21.3	18.7	37.5	627,651	170,529	62,243	29,789	18,287	112,212	25,988
• Chapel Hill	40.0	.0158	25.1	35.5	16.8	16.6	16.7	14.3	397,696	93,464	47,143	20,657	11,236	84,090	16,598
Wake	446.9	.1762	31.8	12.7	20.7	24.3	19.0	175.4	4,032,780	632,368	776,464	434,395	242,555	847,533	149,604
Cary	46.3	.0183	31.4	8.8	23.0	27.4	14.3	17.8	272,755	67,925	32,590	40,020	28,738	9,955	12,745
• Raleigh	219.5	.0865	31.0	17.1	21.9	21.8	19.3	90.7	2,937,446	372,585	670,146	321,486	123,854	729,057	93,217
SUBURBAN TOTAL	368.6	.1453	33.0	9.2	18.9	26.0	20.3	138.7	1,647,671	395,217	151,753	145,529	144,727	228,748	79,898
WILMINGTON	**123.0**	**.0485**	**34.4**	**12.0**	**16.0**	**22.9**	**26.2**	**49.3**	**1,163,612**	**204,774**	**133,633**	**165,269**	**73,804**	**235,611**	**48,866**
New Hanover	123.0	.0485	34.4	12.0	16.0	22.9	26.2	49.3	1,163,612	204,774	133,633	165,269	73,804	235,611	48,866
• Wilmington	56.7	.0224	33.5	14.8	15.5	19.0	28.6	24.1	795,514	110,424	97,926	117,944	57,706	147,479	40,577
SUBURBAN TOTAL	66.3	.0261	35.2	9.7	16.3	26.1	24.2	25.2	368,098	94,350	35,707	47,325	16,098	88,132	8,289
OTHER COUNTIES															
Alleghany	9.6	.0037	40.0	7.6	13.7	21.3	36.0	3.9	51,677	13,480	3,603	699	294	10,209	3,109
Anson	23.4	.0093	34.6	9.3	14.1	20.4	29.0	8.5	97,318	33,071	5,816	2,697	3,769	21,141	7,089
Ashe	22.4	.0088	39.0	8.4	13.8	22.0	34.2	9.0	128,367	28,591	8,254	8,021	4,383	38,805	7,104
Avery	15.0	.0059	35.7	12.7	13.5	21.7	29.4	5.5	84,001	19,672	9,805	10,572	4,080	8,928	5,385
Beaufort	42.7	.0169	36.2	8.2	13.8	21.8	30.2	16.4	241,052	47,091	23,015	21,982	8,611	52,634	10,315
Bertie	20.2	.0079	33.7	8.3	14.6	18.7	29.4	7.4	58,283	18,483	1,098	1,846	509	12,985	3,421
Bladen	28.6	.0113	35.4	8.9	13.7	21.9	28.8	10.8	114,817	27,654	6,396	7,717	4,704	18,041	7,847
Brunswick	53.7	.0212	37.6	8.2	14.2	21.1	32.7	21.2	255,414	70,640	29,544	18,132	5,093	22,802	16,703
Caldwell	71.5	.0282	35.1	10.1	15.9	22.9	27.2	27.5	427,946	101,484	28,720	38,074	51,784	85,454	23,792
Camden	6.1	.0024	36.3	8.4	15.3	21.8	30.2	2.2	8,513	3,112	363	768	533	273	116
Carteret	54.2	.0214	36.4	8.9	16.2	21.7	30.5	22.0	400,187	102,165	45,011	45,153	22,697	71,913	16,620
Caswell	20.6	.0081	36.2	8.8	15.2	22.9	29.1	7.5	29,143	9,452	789	1,308	577	4,417	3,449
Chatham	39.5	.0155	36.6	8.3	16.3	23.9	28.8	15.6	153,596	45,861	13,762	4,131	5,826	37,273	7,218
Cherokee	20.7	.0082	39.4	8.3	12.5	21.1	35.3	8.2	138,325	44,608	11,061	23,512	7,699	10,351	6,466
Chowan	13.7	.0054	37.0	7.4	13.4	20.1	32.8	5.2	74,385	22,026	6,204	4,952	2,357	16,443	4,242
Clay	7.3	.0029	40.5	7.1	12.0	21.6	36.7	3.0	27,166	8,296	707	1,327	809	6,136	3,816
Cleveland	85.7	.0338	35.2	10.1	14.8	21.9	28.4	32.3	553,871	136,446	43,223	56,444	18,371	125,070	25,628
Columbus	49.8	.0196	34.7	8.6	14.2	21.2	28.4	18.7	278,863	70,447	15,074	24,518	7,490	54,837	13,562
Craven	83.2	.0328	30.8	12.8	17.2	19.0	23.7	30.2	566,080	122,533	47,650	68,214	25,556	118,541	23,224
Currituck	14.2	.0056	34.7	7.7	17.0	22.3	27.3	5.2	76,085	11,540	1,752	2,536	2,122	16,590	1,765
Dare	25.0	.0098	35.6	7.9	18.6	23.4	27.5	10.3	301,290	84,746	49,796	28,867	9,629	14,004	7,238
Duplin	40.2	.0159	34.7	9.0	14.8	20.7	28.8	15.0	188,220	57,822	10,793	13,337	8,056	34,177	10,528
Edgecombe	57.0	.0224	32.8	9.2	15.6	21.1	25.4	20.5	225,564	70,534	15,381	15,201	11,943	39,013	12,778
Gates	9.5	.0038	34.7	8.6	16.2	20.0	29.5	3.4	30,857	11,464	895	900	69	8,760	3,402
Graham	7.1	.0028	37.5	9.7	13.0	21.0	32.5	2.8	23,097	8,265	1,857	920	206	3,108	2,236
Granville	39.3	.0154	34.5	9.3	17.3	22.4	26.7	13.6	180,067	59,908	12,966	11,211	3,318	37,806	11,342
Greene	15.3	.0061	33.9	8.7	17.0	21.4	26.8	5.4	35,339	7,723	3,003	999	2,614	6,625	6,671
Halifax	55.9	.0220	34.0	8.9	14.7	20.0	28.6	20.6	328,292	83,145	24,443	45,128	21,352	42,578	20,392
Harnett	69.9	.0276	31.9	13.1	16.1	19.9	25.1	25.9	263,490	68,278	16,283	30,029	9,436	43,846	16,413
Haywood	47.0	.0185	40.2	8.4	13.2	21.5	36.1	19.3	348,257	79,301	27,859	29,819	13,077	84,216	17,690
Henderson	71.2	.0281	41.0	7.3	12.9	20.8	37.9	29.6	557,116	86,166	38,925	54,956	13,179	187,105	25,276
Hertford	22.3	.0087	34.0	10.0	13.9	19.8	28.9	8.1	149,859	44,435	9,610	12,029	2,720	19,046	9,134
Hoke	24.1	.0096	29.7	11.1	17.1	19.6	21.3	7.6	56,548	28,686	3,378	4,499	838	1,950	4,245
Hyde	5.3	.0020	36.4	8.4	14.2	20.3	31.7	2.1	27,162	9,410	3,791	2,943	275	4,757	245
Iredell	94.5	.0373	35.3	9.5	15.7	22.0	28.5	36.1	602,045	170,390	50,070	52,468	24,347	128,787	29,532
Jackson	27.3	.0108	33.9	18.5	12.4	20.5	28.1	9.8	140,092	49,688	13,364	7,565	4,597	18,285	7,818
Johnston	83.4	.0328	34.7	9.4	16.0	22.7	26.9	32.5	525,912	116,535	43,086	26,411	33,006	144,814	20,335
Jones	9.4	.0038	34.8	8.2	15.3	20.2	29.5	3.5	23,374	10,096	632	122	96	6,946	58
Lee	42.2	.0166	34.6	8.8	15.6	21.8	27.6	16.0	377,734	73,680	25,066	28,514	17,191	133,558	13,373
Lenoir	57.1	.0225	35.1	8.8	14.8	21.6	28.6	21.9	416,679	89,974	31,950	53,194	15,148	94,877	17,775
McDowell	35.8	.0142	36.2	9.3	14.6	22.0	30.0	13.7	183,550	49,672	16,997	13,813	4,598	38,328	11,936
Macon	23.8	.0093	43.0	7.1	11.8	20.4	40.8	10.0	160,561	46,603	16,713	11,921	5,497	12,203	7,218
Madison	16.9	.0067	37.4	11.8	12.8	21.3	32.2	6.5	43,321	14,819	3,075	2,865	500	4,922	4,212
Martin	24.9	.0098	35.2	8.8	14.1	20.8	29.4	9.3	144,257	26,524	14,401	15,730	4,262	23,314	8,797
Mitchell	14.6	.0058	39.5	8.0	13.7	21.8	34.8	5.9	80,071	24,425	6,901	411	2,762	19,745	4,755
Montgomery	23.7	.0093	34.0	9.9	15.5	21.2	27.3	8.4	104,001	29,159	8,940	3,403	4,596	17,272	6,330
Moore	61.3	.0242	39.1	7.8	13.8	18.9	36.7	24.8	403,566	92,610	28,986	27,358	13,025	98,276	21,712

N.C. (cont.)

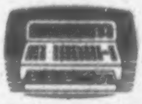
POPULATION



S&MM ESTIMATES: 12/31/91

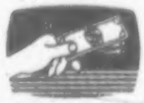
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Nash	78.0	.0307	34.2	9.4	16.1	22.7	26.1	29.6
Rocky Mount	49.8	.0196	33.2	9.0	15.9	21.2	26.0	19.2
Northampton	20.5	.0081	36.8	8.2	14.1	19.8	32.7	7.5
Pamlico	11.4	.0045	38.7	7.2	13.4	20.5	34.9	4.5
Pasquotank	31.8	.0126	32.5	11.0	15.6	19.6	26.5	11.6
Pender	30.3	.0119	36.4	8.5	14.6	21.9	30.2	11.7
Perquimans	10.8	.0043	38.1	7.4	13.7	19.0	35.0	4.1
Person	30.8	.0121	35.3	8.7	16.1	21.5	28.9	11.7
Pitt	111.6	.0440	29.9	17.1	17.0	20.0	21.3	41.9
Greenville	46.5	.0183	26.0	28.2	16.8	17.2	18.5	17.6
Polk	14.5	.0057	43.5	7.0	11.9	20.1	41.6	6.1
Richmond	44.7	.0176	34.4	9.9	14.1	20.6	28.7	16.9
Robeson	106.6	.0421	30.5	10.7	14.9	20.4	22.9	36.6
Rockingham	86.8	.0342	36.0	9.3	15.3	21.9	29.5	33.8
Rutherford	57.6	.0227	36.1	9.6	14.2	20.7	30.9	22.5
Sampson	47.6	.0188	35.2	8.9	14.3	21.1	29.2	17.6
Scotland	34.4	.0135	31.7	10.9	14.0	22.1	23.3	12.1
Stanly	52.4	.0207	35.4	10.0	14.7	21.2	29.4	20.0
Surry	62.5	.0247	36.8	9.6	14.6	21.9	30.9	24.6
Swain	11.3	.0044	35.9	9.4	13.8	20.7	30.6	4.2
Transylvania	26.1	.0103	38.6	10.0	13.2	19.7	35.1	10.2
Tyrrell	3.9	.0016	36.0	7.2	13.8	18.8	32.4	1.5
Vance	39.4	.0155	33.4	10.1	15.4	21.0	26.5	14.3
Warren	17.4	.0069	37.7	7.9	12.9	19.5	34.2	6.4
Washington	14.0	.0055	34.4	9.1	13.8	21.2	28.0	5.1
Watauga	37.4	.0148	28.4	28.2	13.0	18.8	22.7	13.8
Wayne	104.8	.0413	32.2	10.4	18.2	21.2	23.8	38.5
Goldsboro	40.7	.0160	30.8	11.7	21.7	18.5	22.3	14.0
Wilkes	59.8	.0236	35.8	9.4	15.6	22.9	28.3	23.2
Wilson	66.7	.0263	34.2	10.0	14.8	22.1	26.7	25.4
Yancey	15.6	.0061	38.4	8.7	13.6	21.9	33.4	6.3
TOTAL METRO COUNTIES	3,862.4	1.5228	32.7	12.3	17.9	22.2	23.6	1,475.1
TOTAL STATE	6,777.2	2.6720	33.5	11.3	16.8	21.8	25.7	2,579.7

RETAIL SALES BY STORE GROUP



METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Nash	658,117	106,540	58,785	102,927	28,873	172,518	23,660
Rocky Mount	547,820	85,004	49,288	87,202	28,370	123,512	23,530
Northampton	55,281	15,857	970	718	90	6,111	2,146
Pamlico	34,476	18,072	2,440	1,927	94	5,642	1,211
Pasquotank	276,036	65,389	15,723	28,795	10,134	35,551	7,494
Pender	80,108	31,332	2,993	3,889	1,237	12,704	3,127
Perquimans	30,892	9,394	4,154	1,585	234	8,649	1,949
Person	172,604	47,689	12,799	10,479	6,299	42,971	8,406
Pitt	849,907	182,844	70,929	78,828	35,164	203,767	26,658
Greenville	696,149	125,237	61,615	74,550	31,391	172,932	19,699
Polk	57,413	18,323	4,917	3,070	1,086	8,263	2,729
Richmond	254,788	62,436	21,688	40,627	10,671	35,838	13,069
Robeson	577,661	131,836	43,576	39,884	24,985	116,031	30,789
Rockingham	481,045	123,104	38,672	37,764	25,135	96,377	30,420
Rutherford	371,634	79,596	25,034	43,688	16,019	109,915	17,228
Sampson	206,114	51,810	13,425	26,766	6,251	36,120	13,467
Scotland	180,677	45,139	20,358	21,801	8,187	34,414	9,699
Stanly	316,430	79,334	21,567	30,667	9,708	68,628	17,012
Surry	509,369	125,041	31,628	47,234	30,247	108,661	23,958
Swain	66,164	17,791	11,882	1,415	463	7,135	3,372
Transylvania	124,020	39,713	7,034	7,207	2,183	22,910	6,744
Tyrrell	12,599	4,695	738	739	120	2,282	122
Vance	305,804	57,783	20,256	32,650	12,200	59,420	12,048
Warren	34,098	14,671	1,495	1,372	1,378	3,088	2,306
Washington	62,370	20,570	5,365	871	2,067	8,931	3,341
Watauga	310,537	61,888	34,078	39,111	15,188	61,484	11,667
Wayne	611,029	111,398	44,974	84,737	36,480	136,302	23,181
Goldsboro	398,353	65,012	30,855	75,766	28,361	83,232	16,721
Wilkes	342,335	87,415	20,407	32,945	9,937	54,388	17,615
Wilson	470,353	91,359	42,110	53,878	16,827	134,491	21,302
Yancey	85,755	23,867	6,490	5,832	418	16,082	3,882
TOTAL METRO COUNTIES	28,854,958	5,239,739	3,219,282	3,170,288	1,830,307	6,219,168	1,176,296
TOTAL STATE	46,077,984	9,345,315	4,584,845	4,788,865	2,845,790	9,942,912	2,099,410

EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

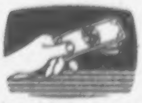
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ASHEVILLE	2,373,607	27,199	20.4	29.7	19.0	16.2	.0679
Buncombe	2,373,607	27,199	20.4	29.7	19.0	16.2	.0679
• Asheville	835,285	23,733	23.1	27.6	16.4	13.6	.0319
SUBURBAN TOTAL	1,538,322	29,072	18.7	31.0	20.6	17.7	.0360
BURLINGTON	1,491,854	29,177	18.7	28.8	20.6	18.9	.0435
Alamance	1,491,854	29,177	18.7	28.8	20.6	18.9	.0435
• Burlington	588,019	28,346	19.1	28.6	19.2	19.2	.0216
SUBURBAN TOTAL	903,835	29,700	18.4	29.1	21.5	18.7	.0219
CHARLOTTE–GASTONIA–ROCK HILL	17,448,531	32,316	16.4	27.0	20.7	24.6	.4727
Cabarrus	1,362,461	31,008	17.9	27.3	21.4	21.6	.0377
• Kannapolis	337,440	23,905	24.4	29.0	17.8	11.7	.0088
Gaston	2,186,947	28,973	18.9	29.6	20.4	18.0	.0627
• Gastonia	695,254	26,864	19.9	28.8	16.9	18.0	.0267
Lincoln	656,385	29,739	19.0	29.8	21.5	18.3	.0172
Mecklenburg	8,944,877	35,376	14.1	25.5	20.7	29.9	.2407
• Charlotte	6,878,353	33,477	15.2	26.9	20.3	27.1	.1929
Rowan	1,359,188	27,292	20.9	29.9	19.9	15.1	.0355
Union	1,146,896	32,466	16.8	26.4	21.7	24.0	.0294
York, S. C.	*1,791,777*	*32,080*	*16.3*	*26.2*	*20.9*	*24.1*	*.0495*

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Rock Hill	*498,986*	*27,486*	*19.3*	*27.9*	*18.8*	*17.4*	*.0189*
SUBURBAN TOTAL	9,038,498	32,820	16.3	26.8	21.6	24.5	.2254
FAYETTEVILLE	3,100,589	26,590	21.4	31.3	18.7	15.2	.0919
Cumberland	3,100,589	26,590	21.4	31.3	18.7	15.2	.0919
• Fayetteville	970,410	25,492	21.4	27.7	16.0	18.1	.0384
SUBURBAN TOTAL	2,130,179	27,022	21.5	32.9	20.0	13.6	.0535
GREENSBORO–WINSTON-SALEM–HIGH POINT	13,666,330	29,843	18.4	28.8	20.1	20.8	.3802
Davidson	1,644,106	28,957	19.3	29.4	21.5	16.8	.0426
Davie	412,132	30,329	18.5	26.7	20.2	21.8	.0097
Forsyth	4,110,674	30,115	18.1	26.9	19.4	22.6	.1170
• Winston-Salem	2,159,396	26,451	20.2	27.4	16.5	19.1	.0726
Guilford	5,327,969	31,045	17.7	27.2	19.9	23.4	.1551
• Greensboro	2,871,368	30,094	18.3	27.7	19.4	22.2	.0915
• High Point	931,280	26,160	22.2	28.2	16.8	17.5	.0302
Randolph	1,341,854	28,309	19.8	32.1	21.3	14.7	.0353
Stokes	468,343	28,927	18.0	29.0	22.1	17.0	.0109
Yadkin	366,252	25,791	20.6	28.4	18.7	14.7	.0096
SUBURBAN TOTAL	7,703,286	31,213	17.5	28.3	21.9	21.1	.1859

EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
HICKORY-MORGANTON	**2,877,284**	**28,795**	**19.0**	**31.2**	**21.0**	**16.5**	**.0821**
Alexander	324,522	27,425	18.8	31.4	20.2	15.1	.0085
Burke	905,509	27,172	20.2	31.2	20.7	13.6	.0252
● Morganton	199,200	26,436	20.7	30.9	17.9	15.3	.0086
Catawba	1,647,253	30,102	18.3	31.2	21.3	18.7	.0484
● Hickory	436,483	27,822	19.6	30.0	17.3	19.4	.0191
SUBURBAN TOTAL	2,241,601	29,167	18.8	31.5	21.9	16.1	.0544
JACKSONVILLE	**1,728,365**	**24,663**	**25.1**	**36.6**	**16.1**	**10.9**	**.0478**
Onslow	1,728,365	24,663	25.1	36.6	16.1	10.9	.0478
● Jacksonville	360,753	27,018	20.3	34.1	17.9	15.5	.0153
SUBURBAN TOTAL	1,367,612	23,988	27.0	37.3	15.5	9.2	.0325
RALEIGH-DURHAM	**12,496,707**	**35,116**	**14.7**	**24.7**	**20.4**	**29.7**	**.3304**
Durham	2,880,260	32,748	15.7	25.7	19.5	26.8	.0770
● Durham	2,092,144	29,659	17.5	27.3	18.3	22.6	.0594
Franklin	431,436	26,674	20.5	27.3	19.8	15.4	.0106
Orange	1,532,302	31,548	17.0	24.9	18.0	26.9	.0384
● Chapel Hill	641,183	32,161	16.3	24.1	14.6	31.3	.0183
Wake	7,652,709	37,758	13.2	24.0	21.6	32.6	.2044
Cary	931,848	47,337	7.6	18.9	24.6	45.7	.0206
● Raleigh	3,708,723	33,960	15.4	25.6	20.2	28.1	.1154
SUBURBAN TOTAL	6,054,657	38,774	12.7	23.1	22.2	33.5	.1373
WILMINGTON	**1,720,435**	**28,945**	**18.8**	**26.1**	**19.0**	**20.9**	**.0520**
New Hanover	1,720,435	28,945	18.8	26.1	19.0	20.9	.0520
● Wilmington	703,551	22,172	23.0	25.2	14.4	14.6	.0270
SUBURBAN TOTAL	1,016,884	35,240	14.9	26.8	23.4	27.0	.0250
OTHER COUNTIES							
Alleghany	100,198	19,791	25.9	28.0	13.3	8.2	.0028
Anson	227,128	23,017	23.1	31.0	14.9	10.7	.0066
Ashe	219,442	20,334	25.6	29.9	12.3	8.6	.0068
Avery	153,931	22,635	23.7	29.0	14.4	12.7	.0046
Beaufort	467,588	23,189	21.7	27.6	15.8	13.3	.0136
Bertie	173,130	19,396	24.8	28.4	11.7	8.4	.0050
Bladen	265,576	19,536	24.7	28.1	13.0	7.8	.0076
Brunswick	664,943	26,007	21.0	28.1	18.2	16.3	.0174
Caldwell	812,487	26,185	21.6	32.7	19.3	11.8	.0236
Camden	64,716	27,707	19.7	27.5	24.2	12.6	.0014
Carteret	736,948	27,554	20.9	30.5	18.6	16.6	.0208
Caswell	211,102	24,733	20.6	28.2	18.7	12.1	.0049
Chatham	528,196	29,746	18.6	28.7	21.5	18.2	.0128
Cherokee	200,575	20,934	24.3	29.2	14.7	8.2	.0065
Chowan	150,652	22,874	24.6	26.6	17.9	11.8	.0044
Clay	73,058	20,629	26.1	29.3	13.8	8.1	.0020
Cleveland	1,005,080	27,153	20.2	28.9	20.5	14.9	.0293
Columbus	471,641	20,154	24.0	25.2	14.1	11.0	.0149
Craven	973,841	26,569	20.9	30.1	19.5	14.5	.0289
Currituck	178,987	29,041	17.8	33.4	20.6	16.6	.0047
Dare	380,031	30,852	17.2	29.9	21.3	21.4	.0120
Duplin	387,829	21,372	25.0	28.4	15.7	8.9	.0115
Edgecombe	569,665	23,637	21.2	27.0	16.8	13.7	.0159
Gates	113,641	26,438	20.4	26.6	19.8	15.7	.0027
Graham	69,644	19,559	26.7	25.3	13.6	10.0	.0020
Granville	444,825	27,644	20.4	28.1	20.9	15.4	.0119
Greene	158,634	25,212	21.3	27.3	20.0	13.5	.0040

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Halifax	518,325	20,395	24.5	26.9	14.1	9.9	.0167
Harnett	731,747	23,767	22.3	29.4	16.8	12.1	.0197
Haywood	548,769	23,522	24.5	29.3	16.3	12.4	.0168
Henderson	977,094	28,118	19.8	30.7	19.6	16.9	.0279
Hertford	206,864	20,269	24.8	27.8	12.2	10.6	.0070
Hoke	209,485	23,446	23.1	29.8	16.7	10.7	.0056
Hyde	54,631	20,137	29.0	28.7	11.1	10.6	.0016
Iredell	1,243,410	29,971	18.6	27.9	21.5	19.4	.0341
Jackson	289,841	23,561	23.1	28.3	16.3	12.7	.0083
Johnston	1,012,784	26,557	19.9	27.2	19.3	15.3	.0289
Jones	89,190	22,068	23.5	29.0	15.6	9.5	.0023
Lee	514,506	27,949	19.2	28.6	20.7	16.7	.0165
Lenoir	614,718	22,595	22.7	26.4	16.7	12.0	.0195
McDowell	393,683	24,745	23.1	30.5	18.8	11.4	.0111
Macon	270,183	22,149	26.1	29.1	15.5	10.0	.0082
Madison	159,323	20,440	24.5	27.5	14.6	8.8	.0041
Martin	238,215	21,122	24.2	26.2	15.2	10.8	.0076
Mitchell	157,102	22,416	23.9	30.3	16.1	9.5	.0046
Montgomery	255,043	24,258	22.6	30.6	16.2	12.2	.0070
Moore	903,561	29,277	18.2	28.7	20.1	19.6	.0236
Nash	999,188	27,525	19.6	28.3	18.9	18.0	.0303
Rocky Mount	631,123	25,708	19.8	26.3	16.4	18.4	.0214
Northampton	180,356	20,192	24.3	28.3	14.0	8.1	.0050
Pamlico	124,878	22,883	24.6	26.3	16.2	13.0	[illegible]
Pasquotank	348,954	23,758	23.2	27.8	17.2	12.8	[illegible]
Pender	344,130	24,323	22.1	27.8	17.2	14.1	[illegible]
Perquimans	112,944	22,179	24.8	28.1	14.1	12.6	.0029
Person	353,821	27,225	19.6	27.5	21.6	15.0	.0099
Pitt	1,343,061	25,457	20.1	24.5	17.3	18.3	.0409
Greenville	587,840	24,500	20.6	23.3	15.6	19.2	.0230
Polk	201,383	27,508	20.9	28.5	20.8	15.6	.0048
Richmond	446,019	22,970	23.0	30.1	16.9	9.4	.0130
Robeson	970,199	21,408	22.7	27.4	15.7	10.0	.0309
Rockingham	995,324	25,882	21.2	29.2	18.9	14.0	.0281
Rutherford	647,335	24,693	23.4	30.3	18.5	11.0	[illegible]
Sampson	470,427	21,991	23.0	27.5	14.7	12.0	.0134
Scotland	345,038	24,141	21.5	27.1	17.8	13.6	.0105
Stanly	595,211	26,264	21.7	31.4	18.8	13.0	.0174
Surry	716,105	24,556	23.3	29.8	16.9	12.9	.0230
Swain	105,408	18,638	29.1	28.0	11.1	7.1	.0034
Transylvania	329,284	26,404	21.5	26.5	19.2	17.3	.0085
Tyrrell	31,001	17,504	30.9	29.3	6.4	6.7	.0009
Vance	417,476	23,198	23.7	27.7	16.5	12.7	.0137
Warren	157,034	19,492	24.2	27.4	11.8	9.7	.0039
Washington	138,997	22,568	22.6	24.9	17.4	12.5	.0041
Watauga	408,139	22,022	23.1	25.3	13.8	15.0	.0136
Wayne	1,223,518	25,012	22.0	29.7	18.2	13.2	.0347
Goldsboro	473,102	21,648	25.4	28.6	13.5	11.7	.0161
Wilkes	648,859	23,520	23.8	30.9	16.5	10.3	.0191
Wilson	778,181	25,308	19.7	26.4	18.0	15.6	.0233
Yancey	150,838	20,409	26.3	30.2	13.1	7.6	.0046
TOTAL METRO COUNTIES	**55,110,925**	**30,773**	**17.6**	**27.8**	**20.1**	**22.5**	**1.5190**
TOTAL STATE	**87,885,995**	**28,057**	**19.4**	**28.5**	**19.0**	**18.7**	**2.4717**

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North Dakota

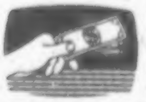
POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BISMARCK	**84.0**	**.0330**	**32.6**	**8.9**	**16.5**	**21.9**	**24.1**	**31.5**	**737,213**	**121,431**	**61,504**	**128,867**	**20,214**	**195,155**	**26,591**
Burleigh	60.8	.0239	32.3	9.5	17.2	22.3	23.0	23.0	586,508	90,517	50,542	127,536	17,815	132,945	23,581
* Bismarck	49.8	.0196	32.7	9.3	17.6	22.1	23.9	19.6	578,210	89,497	48,686	127,528	17,777	132,855	23,579
Morton	23.2	.0091	33.5	7.2	14.8	20.7	27.0	8.5	150,705	30,914	10,962	1,331	2,399	62,210	3,010
SUBURBAN TOTAL	34.2	.0134	32.5	8.2	15.0	21.6	24.3	11.9	159,003	31,934	12,818	1,339	2,437	62,300	3,012
FARGO-MOORHEAD	**156.0**	**.0616**	**30.1**	**16.2**	**16.9**	**20.1**	**21.6**	**58.9**	**1,387,563**	**235,179**	**132,799**	**215,679**	**55,185**	**302,281**	**36,208**
Cass	105.3	.0416	30.4	14.9	18.5	21.0	20.5	41.4	1,073,440	173,559	105,415	185,461	26,266	257,892	21,268
* Fargo	75.9	.0299	29.9	17.8	19.4	19.7	20.5	31.0	1,009,000	156,879	96,960	184,457	25,684	253,997	19,571
Clay, Minn.	*50.7*	*.0200*	*29.2*	*18.9*	*13.7*	*18.3*	*23.7*	*17.5*	*314,123*	*61,620*	*27,384*	*30,218*	*28,919*	*44,389*	*14,940*
** Moorhead*	*32.4*	*.0128*	*24.2*	*25.6*	*13.9*	*16.2*	*21.6*	*11.1*	*245,671*	*53,556*	*19,723*	*24,099*	*25,807*	*37,813*	*13,817*
SUBURBAN TOTAL	47.7	.0189	32.7	7.3	15.1	23.4	23.2	16.8	132,892	24,744	16,116	7,123	3,694	10,469	2,820
GRAND FORKS	**71.7**	**.0283**	**27.6**	**18.6**	**19.2**	**18.1**	**17.7**	**25.7**	**670,639**	**106,670**	**56,162**	**130,912**	**17,935**	**168,351**	**11,164**
Grand Forks	71.7	.0283	27.6	18.6	19.2	18.1	17.7	25.7	670,639	106,670	56,162	130,912	17,935	168,351	11,164
* Grand Forks	50.1	.0198	27.7	21.6	18.1	18.0	18.7	18.8	624,224	100,727	51,715	130,912	17,483	146,078	10,125
SUBURBAN TOTAL	21.6	.0085	27.5	12.0	21.9	18.3	15.2	6.9	46,415	5,943	4,447		452	22,273	1,039
OTHER COUNTIES															
Adams	3.1	.0013	39.6	5.0	12.2	20.4	36.6	1.2	19,035	4,269	2,176	473	234	2,597	1,711
Barnes	12.4	.0049	37.4	9.7	12.4	18.6	34.6	5.0	76,644	20,034	8,837	5,320	1,228	20,476	3,305
Benson	7.0	.0027	31.1	7.6	12.1	16.9	25.4	2.4	11,157	4,967	572	276	161	154	240
Billings	1.1	.0004	33.3	5.9	13.6	20.9	26.7	.4	1,057		563			122	
Bottineau	7.8	.0031	38.5	7.1	12.0	19.7	35.3	3.1	41,283	8,166	4,103	1,332	757	9,951	1,942
Bowman	3.4	.0014	37.9	4.9	12.8	20.7	33.6	1.4	21,632	4,361	2,473	725	273	5,894	477
Burke	2.8	.0011	42.9	4.0	10.8	18.6	42.2	1.2	8,292	2,880	1,792	255	87	1,699	
Cavalier	5.9	.0023	39.5	5.1	11.8	19.5	36.7	2.3	36,573	8,356	3,052	950	1,155	10,039	1,580
Dickey	5.9	.0023	38.2	9.1	11.6	18.0	36.2	2.3	27,871	5,832	3,642	3,269	1,418	7,511	1,876
Divide	2.8	.0011	44.0	3.7	10.9	18.3	43.2	1.2	11,903	2,161	1,582	468	106	3,482	423
Dunn	3.8	.0015	35.4	5.5	13.0	19.7	30.9	1.4	15,469	3,900	380	467	81	6,747	164
Eddy	2.9	.0012	41.3	4.8	11.8	17.6	40.8	1.2	9,406	2,712	646	160	57	3,007	297
Emmons	4.6	.0018	41.1	5.4	11.4	17.6	39.7	1.8	18,680	4,381	1,331	542	194	2,823	
Foster	3.8	.0015	38.3	5.3	13.2	17.1	36.9	1.5	26,377	6,058	1,455	90	70	6,227	2,471
Golden Valley	2.1	.0008	36.6	5.6	11.6	17.6	34.5	.8	14,974	1,335	1,535	159	195	7,124	281
Grant	3.4	.0013	40.9	5.0	10.8	19.3	38.5	1.4	9,690	2,797	643		186	806	418
Griggs	3.3	.0013	41.3	4.6	10.4	20.2	39.2	1.3	12,587	3,459	1,228	132	43	4,189	1,174
Hettinger	3.3	.0013	40.9	4.8	11.5	18.4	39.2	1.3	10,745	3,442	891		59	3,557	356
Kidder	3.3	.0013	39.6	4.8	11.6	18.7	37.2	1.2	6,777	1,933	369	258	224	208	111
La Moure	5.2	.0021	39.9	4.7	11.9	17.7	38.5	2.0	13,882	5,397	1,360	195	101	505	110
Logan	2.7	.0010	42.8	4.0	12.2	16.4	42.5	1.1	9,495	2,596	633		33	1,967	1,571
McHenry	6.3	.0025	40.1	4.9	11.0	19.6	37.4	2.5	15,998	4,485	1,837		65	2,421	1,246
McIntosh	3.9	.0015	49.0	3.6	10.7	15.0	49.1	1.7	20,808	1,858	1,626	106	168	9,618	1,267
McKenzie	6.1	.0024	32.9	5.4	14.1	21.0	26.1	2.2	14,845	4,366	1,484		134	2,746	511
McLean	10.1	.0040	37.9	4.6	11.9	21.2	33.2	3.8	34,807	9,435	2,984	597	604	3,085	1,710
Mercer	9.5	.0038	32.3	4.5	17.9	21.9	23.2	3.4	46,912	21,037	2,155	1,079	66	7,597	1,872
Mountrail	6.8	.0027	36.4	5.9	11.9	20.1	31.9	2.5	39,810	8,468	2,690	248	1,683	6,472	2,364
Nelson	4.3	.0017	44.6	3.7	11.0	17.8	44.1	1.8	20,400	3,814	1,173	154	119	3,036	466
Oliver	2.3	.0009	33.5	4.8	13.4	24.2	23.8	.8	2,162	251	948				
Pembina	9.2	.0036	37.1	5.4	13.4	19.8	33.3	3.5	63,417	8,049	7,152	950	621	16,740	2,257
Pierce	4.9	.0020	41.3	5.2	11.6	17.1	40.5	2.0	29,719	5,187	1,876	1,320	118	10,266	783
Ramsey	12.6	.0049	35.7	7.9	14.5	19.0	32.1	4.9	117,986	18,839	12,553	13,009	4,508	30,966	6,504
Ransom	5.8	.0023	39.5	5.0	12.9	19.1	37.1	2.3	23,455	6,302	4,734	1,452	1,176	1,661	1,174
Renville	3.0	.0012	38.2	5.3	12.8	19.4	35.0	1.2	16,009	2,264	1,388		76	5,578	817
Richland	18.0	.0071	32.7	11.6	14.3	18.0	28.7	6.5	105,971	25,227	7,432	5,433	4,132	32,379	2,716
Rolette	12.8	.0050	26.8	8.8	14.5	16.9	21.2	4.2	40,330	11,620	3,529	825	105	7,999	1,600
Sargent	4.4	.0018	38.0	5.6	12.9	21.5	32.9	1.7	12,554	4,371	1,388		76	897	162
Sheridan	2.1	.0008	43.1	3.8	11.2	18.9	41.9	.8	2,862	662	541			1,108	
Sioux	3.9	.0015	23.0	8.8	14.0	17.8	15.7	1.0	5,529	530	843	143			
Slope	.9	.0004	35.9	5.9	12.6	20.7	30.8	.3	450	93	58			109	
Stark	22.8	.0090	31.7	9.0	16.8	19.0	25.5	8.5	188,533	31,271	15,849	24,423	7,280	45,998	6,081
Steele	2.4	.0009	40.8	4.2	12.3	18.7	38.3	1.0	5,150	641	853	84		1,431	
Stutsman	22.0	.0087	35.5	8.2	14.9	20.2	30.6	8.6	178,277	26,478	13,540	15,624	4,636	46,987	7,208
Towner	3.5	.0014	38.9	5.3	12.5	18.8	36.5	1.4	9,957	2,579	1,184	110	246	2,243	366
Traill	8.6	.0034	36.6	9.7	12.6	18.1	33.8	3.3	47,129	7,354	5,665	439	1,327	12,664	2,154
Walsh	13.5	.0053	36.6	6.2	14.0	19.1	33.1	5.1	80,936	19,217	6,252	9,867	1,672	18,417	3,371
Ward	57.4	.0226	29.8	13.0	18.0	18.6	22.1	21.3	498,940	80,798	46,986	90,053	18,660	119,326	19,001
Wells	5.5	.0022	42.7	4.3	11.9	17.8	41.6	2.2	36,277	9,384	2,372	1,021	207	5,382	1,808
Williams	20.1	.0079	33.7	6.5	15.6	20.7	27.1	7.7	125,870	22,136	11,869	13,538	3,987	23,291	6,558
TOTAL METRO COUNTIES	**261.0**	**.1029**	**30.2**	**14.0**	**18.0**	**20.5**	**20.9**	**98.6**	**2,481,292**	**401,660**	**223,081**	**645,240**	**64,415**	**621,398**	**99,023**
TOTAL STATE	**634.3**	**.2501**	**32.7**	**10.3**	**15.7**	**19.6**	**26.8**	**240.3**	**4,669,914**	**837,427**	**423,305**	**640,806**	**123,243**	**1,130,909**	**105,320**

EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BISMARCK	**1,170,576**	**31,636**	**16.9**	**27.0**	**20.4**	**24.2**	**.0344**
Burleigh	889,149	32,971	15.6	27.0	20.9	25.7	.0263
• Bismarck	744,326	32,749	15.9	26.9	20.9	25.5	.0234
Morton	281,427	28,286	20.3	27.4	18.9	19.8	.0081
SUBURBAN TOTAL	426,050	29,835	18.5	27.3	19.6	22.0	.0110
FARGO-MOORHEAD	**2,147,798**	**30,361**	**18.8**	**26.1**	**20.4**	**21.9**	**.0641**
Cass	1,576,385	31,408	17.9	26.3	20.4	23.6	.0472
• Fargo	1,155,773	29,843	19.0	26.4	18.9	22.7	.0381
Clay, Minn.	*571,413*	*27,901*	*20.9*	*25.7*	*20.3*	*17.8*	*.0169*
• Moorhead	*360,140*	*26,261*	*22.6*	*23.8*	*18.7*	*17.8*	*.0114*
SUBURBAN TOTAL	631,885	33,472	15.8	27.4	24.1	23.0	.0146
GRAND FORKS	**927,700**	**29,243**	**19.5**	**28.6**	**19.9**	**19.4**	**.0290**
Grand Forks	927,700	29,243	19.5	28.6	19.9	19.4	.0290
• Grand Forks	669,524	29,609	18.7	26.0	19.9	20.7	.0232
SUBURBAN TOTAL	258,176	28,528	21.6	35.9	20.1	15.9	.0058
OTHER COUNTIES							
Adams	34,392	23,571	26.5	29.1	16.3	11.3	.0011
Barnes	144,246	23,986	23.7	29.8	16.1	13.2	.0041
Benson	56,975	19,967	25.4	28.5	14.0	7.5	.0016
Billings	12,968	28,793	21.2	21.1	21.7	19.5	.0003
Bottineau	95,674	25,758	21.3	30.5	18.2	14.2	.0026
Bowman	40,917	25,197	23.2	30.2	17.5	13.9	.0011
Burke	30,817	22,841	23.2	31.7	15.4	9.5	.0008
Cavalier	72,005	25,553	21.8	28.3	19.8	14.3	.0019
Dickey	68,587	24,422	23.1	29.0	17.1	13.6	.0020
Divide	35,275	24,869	23.6	29.6	20.2	12.7	.0008
Dunn	40,134	24,375	22.1	26.8	14.6	16.4	.0011
Eddy	32,815	23,644	23.6	34.0	17.3	8.8	.0009
Emmons	46,816	20,962	25.5	29.0	12.1	11.2	.0012
Foster	41,579	23,938	22.8	34.7	14.4	11.1	.0013
Golden Valley	22,432	24,185	24.3	30.3	16.4	12.9	.0008
Grant	35,285	20,858	25.2	27.5	14.5	9.7	.0010
Griggs	34,371	23,129	26.2	34.1	15.3	8.5	.0010
Hettinger	34,603	22,196	24.0	30.1	12.5	12.5	.0008
Kidder	33,120	22,657	24.9	28.0	14.6	13.7	.0009
La Moure	54,197	22,832	24.9	32.3	14.3	10.8	.0013
Logan	32,357	22,760	25.1	30.1	16.5	9.6	.0008
McHenry	64,331	21,602	25.5	30.1	15.1	8.8	.0016
McIntosh	43,302	21,746	25.6	29.6	15.1	9.2	.0013
McKenzie	69,469	28,866	18.8	25.6	23.3	16.2	.0016
McLean	112,574	25,478	20.1	27.4	18.6	14.8	.0029
Mercer	131,313	37,466	14.8	20.2	20.8	32.4	.0033
Mountrail	69,710	22,329	26.4	28.4	17.4	8.8	.0021
Nelson	48,046	22,835	23.6	32.9	14.9	9.3	.0012
Oliver	26,557	28,974	16.6	29.2	16.8	22.3	.0007
Pembina	116,184	27,302	21.1	30.8	18.9	16.7	.0032
Pierce	53,622	23,795	22.2	30.4	16.8	10.2	.0017
Ramsey	159,477	26,164	22.9	29.1	18.8	15.9	.0050
Ransom	75,484	27,176	21.5	27.7	21.4	14.4	.0019
Renville	38,385	26,724	21.1	32.0	19.7	14.3	.0010
Richland	219,786	28,271	21.3	27.9	19.5	17.8	.0061
Rolette	103,693	19,029	24.9	22.2	15.1	10.6	.0031
Sargent	52,565	27,483	19.8	27.7	21.4	15.4	.0013
Sheridan	19,661	21,340	28.1	27.9	18.5	6.8	.0005
Sioux	22,173	17,647	23.5	24.5	11.9	8.8	.0007
Slope	7,530	21,022	26.3	27.7	14.7	10.7	.0001
Stark	262,872	26,122	21.0	27.8	18.7	16.1	.0085
Steele	33,182	28,965	16.7	31.6	19.6	19.2	.0006
Stutsman	281,742	26,275	23.0	28.1	17.2	17.5	.0086
Towner	40,655	23,256	22.6	32.4	12.8	12.8	.0008
Traill	108,140	27,292	21.2	30.7	18.1	16.7	.0030
Walsh	163,737	26,047	22.2	29.6	19.5	14.3	.0047
Ward	695,118	27,010	21.0	29.9	18.7	16.5	.0220
Wells	60,684	21,969	25.2	27.3	13.6	13.1	.0018
Williams	256,191	27,719	19.8	29.2	19.4	17.7	.0070
TOTAL METRO COUNTIES	**3,674,661**	**30,860**	**18.0**	**27.2**	**20.3**	**22.7**	**.1106**
TOTAL STATE	**8,010,009**	**27,509**	**20.4**	**28.1**	**18.8**	**18.1**	**.2343**

EFFECTIVE BUYING INCOME

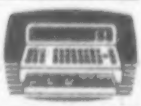
Ohio

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	House-holds (Thousands)
AKRON	**661.2**	**.2607**	**33.8**	**11.2**	**16.0**	**21.4**	**26.7**	**250.9**
Portage	144.0	.0568	30.4	16.7	15.7	20.9	21.9	49.6
• Kent	29.2	.0115	23.6	41.1	14.3	13.8	13.8	8.9
Summit	517.2	.2039	34.8	9.8	16.0	21.6	28.0	201.3
• Akron	224.0	.0883	33.0	11.9	16.9	19.1	27.4	90.5
• Barberton	27.7	.0109	34.7	9.1	15.9	18.5	31.0	11.2
Cuyahoga Falls	49.2	.0194	34.9	8.5	18.6	20.7	29.2	20.8
SUBURBAN TOTAL	380.3	.1500	35.3	8.8	15.5	23.6	26.9	140.3
CANTON	**395.1**	**.1557**	**35.5**	**8.9**	**15.0**	**21.8**	**28.8**	**149.8**
Carroll	26.8	.0105	34.8	7.9	14.8	21.6	28.2	9.8
Stark	368.3	.1452	35.5	8.9	15.0	21.9	28.9	140.0
• Alliance	23.4	.0092	33.4	13.2	18.0	17.9	29.9	8.9
• Canton	84.4	.0333	33.8	9.7	16.0	18.8	29.2	33.4
• Massillon	31.1	.0123	34.7	8.9	16.0	19.3	30.2	12.2
SUBURBAN TOTAL	256.2	.1009	36.2	8.2	14.6	23.5	28.5	95.1

RETAIL SALES BY STORE GROUP



METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**4,633,778**	**986,440**	**507,540**	**573,611**	**244,739**	**893,061**	**153,723**
Portage	758,650	161,708	70,638	57,402	12,731	256,575	21,915
• Kent	312,121	41,973	28,596	32,892	4,027	158,163	4,485
Summit	3,875,128	824,732	436,902	516,209	232,008	636,486	131,808
• Akron	1,799,203	384,592	194,395	278,299	110,846	274,470	53,366
• Barberton	141,913	35,191	20,471	24,792	3,501	15,291	7,932
Cuyahoga Falls	416,669	101,101	41,418	24,755	19,485	101,154	15,844
SUBURBAN TOTAL	2,380,541	524,684	264,078	237,628	126,365	445,147	87,940
CANTON	**2,796,293**	**596,088**	**277,924**	**394,965**	**135,699**	**565,200**	**93,202**
Carroll	114,855	21,925	5,621	20,743	2,187	38,831	2,733
Stark	2,681,438	574,163	272,303	374,222	133,512	526,369	90,469
• Alliance	264,773	62,644	24,161	34,719	10,809	58,208	9,164
• Canton	713,214	127,294	78,519	82,253	32,989	151,312	23,807
• Massillon	326,867	98,154	22,150	52,537	9,709	85,564	8,991
SUBURBAN TOTAL	1,491,439	307,996	153,094	225,456	82,192	270,116	51,240

METRO & COUNTY TOTALS

OHIO (cont.)

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CINCINNATI	**1,466.0**	**.5780**	**32.7**	**9.8**	**17.0**	**21.0**	**25.2**	**584.2**	**11,301,759**	**2,258,239**	**1,378,199**	**1,622,790**	**507,879**	**2,073,619**	**494,486**
Clermont	154.4	.0609	31.3	9.3	17.7	22.7	20.8	54.3	925,471	269,831	80,904	74,755	42,017	164,534	31,158
Hamilton	866.1	.3414	33.1	10.2	16.9	20.1	26.7	339.6	7,366,272	1,393,028	936,990	1,107,225	341,611	1,394,796	321,545
• Cincinnati	364.0	.1435	31.4	12.5	18.8	17.9	25.4	154.6	2,793,421	641,791	385,020	357,145	117,240	461,590	121,513
Warren	117.4	.0463	33.0	8.5	18.2	23.7	22.6	40.3	713,666	182,221	71,041	131,260	33,955	71,278	18,842
Dearborn, Ind.	*40.0*	*.0158*	*33.5*	*8.4*	*15.1*	*22.3*	*25.4*	*14.1*	*213,339*	*42,884*	*14,985*	*17,131*	*5,184*	*74,193*	*9,476*
Boone, Ky.	*60.0*	*.0237*	*31.5*	*9.1*	*17.7*	*23.4*	*20.3*	*21.0*	*802,131*	*82,360*	*66,173*	*152,048*	*38,851*	*184,060*	*33,960*
Campbell, Ky.	*84.7*	*.0334*	*32.8*	*10.0*	*16.8*	*20.0*	*26.3*	*31.6*	*455,370*	*118,042*	*61,788*	*41,877*	*15,308*	*80,767*	*33,028*
Kenton, Ky.	*143.4*	*.0565*	*32.1*	*9.8*	*17.5*	*21.0*	*23.9*	*53.3*	*825,510*	*169,873*	*146,318*	*98,494*	*30,953*	*103,991*	*44,477*
Covington	*43.7*	*.0172*	*32.0*	*10.0*	*18.4*	*18.1*	*26.4*	*17.5*	*359,671*	*65,604*	*74,494*	*15,802*	*16,574*	*90,811*	*17,242*
SUBURBAN TOTAL	1,102.0	.4345	33.2	8.9	16.5	22.0	25.0	399.6	8,508,338	1,616,448	993,179	1,265,645	390,629	1,612,029	372,973
CINCINNATI-HAMILTON CONSOLIDATED AREA	***1,763.5***	***.6953***	***32.6***	***10.3***	***16.9***	***21.0***	***24.9***	***661.1***	***13,016,062***	***2,643,189***	***1,558,920***	***1,790,769***	***569,734***	***2,536,575***	***568,609***
CLEVELAND	**1,825.8**	**.7199**	**35.1**	**8.9**	**16.1**	**21.3**	**28.9**	**710.9**	**13,429,474**	**2,596,728**	**1,361,371**	**1,780,242**	**623,337**	**2,637,972**	**756,856**
Cuyahoga	1,400.3	.5521	35.4	9.0	16.3	20.5	30.1	559.2	10,325,386	1,938,395	1,109,535	1,381,702	492,160	1,869,205	612,409
• Cleveland	*501.4	.1977	32.2	10.2	17.5	17.8	27.3	198.4	2,368,142	563,931	372,989	180,599	105,311	284,321	164,705
Cleveland Heights	53.6	.0211	34.1	9.6	17.1	28.2	24.3	20.8	305,693	58,901	29,177	29,806	10,971	79,225	15,643
Euclid	54.4	.0214	38.6	7.7	17.4	18.8	36.4	24.7	317,005	37,711	32,260	56,910	14,211	78,516	14,865
Lakewood	59.2	.0233	33.7	9.3	21.3	21.2	24.9	26.8	307,707	58,815	37,453	5,200	5,586	133,359	17,010
Parma	87.1	.0343	37.7	8.0	16.9	19.0	34.7	34.4	783,381	142,904	66,542	149,305	36,783	164,377	25,638
Geauga	83.2	.0328	35.0	7.8	13.5	25.0	25.0	27.7	381,477	91,504	37,980	22,257	11,568	73,966	18,735
Lake	216.8	.0855	34.7	8.7	16.6	23.2	26.3	81.1	1,916,071	351,407	159,279	317,228	95,919	494,100	92,266
Mentor	47.6	.0188	34.2	7.7	15.9	26.2	22.6	16.8	740,863	79,244	55,527	192,284	53,440	174,797	21,770
Medina	125.5	.0495	33.6	8.3	15.3	25.1	22.7	42.9	806,540	215,422	54,577	59,055	23,690	200,701	33,426
SUBURBAN TOTAL	1,324.4	.5222	36.3	8.4	15.6	22.7	29.5	512.5	11,061,332	2,032,797	988,382	1,599,643	518,026	2,353,651	592,151

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OHIO (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CLEVELAND–AKRON–LORAIN CONSOLIDATED AREA	***2,759.5***	***1.0880***	***34.6***	***9.5***	***16.1***	***21.4***	***28.0***	***1,057.6***	***19,776,060***	***3,904,169***	***2,017,931***	***2,581,346***	***943,013***	***3,961,696***	***1,004,196***
COLUMBUS	**1,407.2**	**.5549**	**31.9**	**12.0**	**18.3**	**21.9**	**22.4**	**534.5**	**11,017,287**	**1,746,189**	**1,247,365**	**1,538,945**	**503,759**	**2,375,423**	**406,617**
Delaware	70.2	.0277	33.6	9.5	15.0	25.4	22.5	24.2	337,789	60,409	43,185	15,238	7,350	90,962	9,873
Fairfield	105.9	.0418	34.0	9.5	14.7	23.6	25.0	37.5	554,691	119,811	51,495	65,946	25,979	101,761	19,310
• Lancaster	35.4	.0140	34.8	9.3	15.9	19.9	29.8	14.2	405,254	85,376	38,241	59,551	23,435	62,047	14,065
Franklin	981.0	.3868	31.3	12.9	19.4	21.1	21.6	385.6	8,736,493	1,313,724	1,018,116	1,259,907	427,031	1,875,848	327,697
• Columbus	645.7	.2546	30.0	15.2	21.5	19.4	19.9	261.6	5,749,706	711,221	698,877	941,054	345,799	1,152,339	208,904
Licking	130.1	.0513	33.9	9.7	15.6	22.2	26.1	48.0	839,902	139,105	79,664	160,488	28,803	173,731	26,892
• Newark	45.0	.0177	33.4	9.3	17.0	19.2	28.2	18.1	418,182	83,688	36,810	95,112	13,601	95,374	11,891
Madison	37.7	.0149	32.6	10.4	19.3	22.7	22.6	12.1	197,710	36,439	21,070	3,544	5,371	55,443	7,873
Pickaway	49.7	.0196	33.3	10.4	18.4	23.3	23.6	15.7	200,600	45,882	22,500	19,697	6,068	34,235	9,764
Union	32.6	.0128	33.1	8.8	17.7	22.7	23.9	11.4	150,102	30,819	11,335	14,125	3,157	43,443	5,208
SUBURBAN TOTAL	681.1	.2686	34.0	9.3	15.7	24.4	24.0	240.6	4,444,145	865,904	473,437	443,228	120,924	1,065,663	171,757
DAYTON–SPRINGFIELD	**959.9**	**.3786**	**33.9**	**10.4**	**15.9**	**21.7**	**26.6**	**367.7**	**7,075,679**	**1,290,589**	**742,509**	**1,141,176**	**281,977**	**1,631,083**	**251,747**
Clark	148.6	.0586	34.9	10.2	14.0	21.6	28.3	55.6	1,023,509	199,575	96,347	177,672	46,717	206,170	49,814
• Springfield	71.0	.0280	32.8	12.1	15.0	18.7	28.0	27.5	555,052	123,499	66,733	59,169	22,848	118,860	32,802
Greene	139.2	.0549	32.8	12.6	14.8	23.0	23.7	49.2	816,403	165,865	89,043	77,983	18,116	262,987	21,867
Miami	94.5	.0373	34.8	8.6	14.8	22.6	27.1	35.1	652,543	104,876	60,229	79,350	32,632	214,752	20,052
Montgomery	577.6	.2278	33.8	10.2	16.9	21.2	26.7	227.8	4,583,224	820,273	496,890	806,171	184,512	947,174	160,014
• Dayton	183.3	.0723	31.4	12.8	17.4	18.0	25.7	73.3	1,236,432	210,278	130,774	196,805	35,929	294,718	41,555
Kettering	61.0	.0241	37.3	8.4	16.9	20.4	33.0	26.3	576,036	105,060	64,084	71,536	20,885	105,494	22,655
SUBURBAN TOTAL	705.6	.2783	34.7	9.6	15.7	22.9	26.6	266.9	5,284,195	951,812	545,002	885,202	223,200	1,217,505	176,390
HAMILTON–MIDDLETOWN	**297.5**	**.1173**	**31.8**	**12.6**	**16.1**	**21.6**	**23.3**	**106.9**	**1,714,303**	**384,950**	**180,721**	**167,979**	**61,855**	**462,956**	**74,123**
Butler	297.5	.1173	31.8	12.6	16.1	21.6	23.3	106.9	1,714,303	384,950	180,721	167,979	61,855	462,956	74,123
• Hamilton	62.6	.0247	32.7	9.4	16.9	18.6	27.6	24.5	474,222	133,273	50,261	63,898	29,835	76,711	27,863

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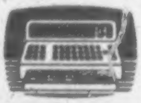
POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP



METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
• Middletown	47.0	.0185	33.8	9.6	16.4	19.3	28.8	18.8	337,082	61,859	39,964	74,579	8,892	61,583	16,671
SUBURBAN TOTAL	187.9	.0741	30.9	14.5	13.8	23.0	20.6	63.6	902,999	189,818	90,496	29,502	23,128	324,662	29,589
LIMA	**155.8**	**.0614**	**33.3**	**9.2**	**15.4**	**20.5**	**26.8**	**55.8**	**1,256,475**	**227,640**	**111,773**	**194,020**	**55,424**	**307,281**	**44,704**
Allen	110.6	.0436	33.3	9.6	15.4	20.5	26.9	39.5	984,011	169,612	83,934	179,868	41,724	224,717	33,144
• Lima	45.9	.0181	31.5	10.8	17.7	18.6	25.2	16.3	300,706	61,621	33,512	35,215	14,174	56,502	12,008
Auglaize	45.2	.0178	33.2	8.3	15.1	20.5	26.7	16.3	272,464	58,028	27,839	14,152	13,700	82,564	11,560
SUBURBAN TOTAL	109.9	.0433	34.2	8.5	14.8	21.3	27.5	39.5	955,769	166,019	78,261	158,805	41,250	250,779	32,696
LORAIN-ELYRIA	**272.5**	**.1074**	**33.1**	**9.7**	**15.6**	**22.0**	**25.0**	**95.8**	**1,712,808**	**321,001**	**149,020**	**227,493**	**74,937**	**430,663**	**93,617**
Lorain	272.5	.1074	33.1	9.7	15.6	22.0	23.0	95.8	1,712,808	321,001	149,020	227,493	74,937	430,663	93,617
• Elyria	57.1	.0225	32.0	9.8	17.7	20.1	24.5	21.4	586,852	68,070	42,507	149,086	38,779	127,207	24,763
• Lorain	71.6	.0282	32.5	9.3	15.6	19.4	26.8	26.1	292,513	58,445	32,862	22,286	12,776	57,388	24,247
SUBURBAN TOTAL	143.8	.0567	33.9	9.9	14.8	24.0	24.4	48.3	833,443	194,486	73,651	56,122	23,382	246,068	44,607
MANSFIELD	**126.1**	**.0497**	**34.8**	**9.0**	**15.0**	**21.5**	**28.2**	**48.1**	**976,218**	**158,367**	**90,699**	**190,591**	**50,113**	**201,886**	**25,091**
Richland	126.1	.0497	34.8	9.0	15.0	21.5	28.2	48.1	976,218	158,367	90,699	190,591	50,113	201,886	25,091
• Mansfield	50.6	.0200	33.8	10.7	16.6	19.2	28.8	20.4	515,912	72,772	50,759	72,207	19,236	143,856	15,227
SUBURBAN TOTAL	75.5	.0297	35.5	7.9	14.0	23.0	27.8	27.7	460,306	85,595	39,940	118,384	30,877	58,030	9,864
PARKERSBURG-MARIETTA	**148.6**	**.0587**	**35.9**	**8.8**	**14.6**	**22.1**	**29.3**	**57.7**	**1,085,469**	**214,786**	**88,935**	**198,595**	**49,146**	**244,956**	**38,608**
Washington	62.0	.0245	35.1	9.3	14.7	21.8	28.5	23.6	364,275	91,994	28,930	33,660	16,501	81,706	12,061
• Marietta	15.0	.0059	34.5	13.2	14.6	18.8	30.5	5.9	203,302	47,029	20,816	29,053	10,617	34,503	8,538
Wood, W. Va.	*86.6*	*.0342*	*36.5*	*8.4*	*14.6*	*22.4*	*29.9*	*34.1*	*721,094*	*122,792*	*60,005*	*164,935*	*32,645*	*163,250*	*26,547*
• Parkersburg	*33.7*	*.0133*	*38.9*	*8.5*	*14.0*	*20.1*	*35.5*	*14.5*	*468,727*	*95,016*	*44,405*	*65,410*	*13,791*	*144,214*	*19,766*
SUBURBAN TOTAL	99.9	.0395	36.2	8.2	14.8	23.3	27.1	37.3	413,440	72,741	23,714	104,132	24,738	66,237	10,304
STEUBENVILLE-WEIRTON	**140.8**	**.0555**	**38.1**	**8.7**	**13.1**	**21.2**	**33.6**	**54.7**	**777,653**	**182,378**	**67,394**	**126,861**	**28,942**	**137,795**	**38,033**
Jefferson	79.1	.0312	38.2	8.5	13.0	20.9	33.9	30.9	515,074	95,625	41,167	95,886	18,938	96,889	21,266
• Steubenville	21.8	.0086	39.2	10.3	12.6	17.8	37.6	8.9	302,669	37,383	25,101	66,359	15,043	56,851	13,638
Brooke, W. Va.	*26.7*	*.0105*	*37.8*	*10.3*	*12.5*	*21.8*	*32.7*	*10.1*	*108,454*	*32,084*	*13,245*	*7,578*	*6,968*	*25,694*	*7,265*
Hancock, W. Va.	*35.0*	*.0138*	*38.2*	*7.9*	*13.8*	*21.9*	*33.3*	*13.7*	*154,125*	*54,669*	*12,982*	*23,397*	*3,036*	*15,212*	*9,502*
• Weirton	*22.0*	*.0087*	*40.6*	*7.2*	*13.8*	*20.9*	*37.7*	*9.1*	*127,950*	*33,947*	*15,788*	*21,668*	*3,812*	*15,357*	*7,778*
SUBURBAN TOTAL	97.0	.0382	37.4	8.6	13.1	22.2	31.7	36.7	347,034	111,048	26,505	38,834	10,087	65,587	16,617

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METRO & COUNTY TOTALS

OHIO (cont.)

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
TOLEDO	**619.0**	**.2440**	**32.3**	**11.8**	**16.1**	**20.5**	**25.2**	**232.8**	**4,676,569**	**890,063**	**498,688**	**827,070**	**238,352**	**889,242**	**177,209**
Fulton	39.1	.0154	32.8	8.3	15.5	21.4	25.2	13.8	250,352	54,142	28,427	6,418	9,831	68,265	15,043
Lucas	465.0	.1833	32.8	10.5	16.3	20.5	26.0	178.6	3,723,241	706,772	410,517	726,501	186,892	696,942	135,541
• Toledo	334.8	.1320	32.2	11.4	17.0	18.9	26.2	131.7	2,335,449	466,947	308,987	535,430	94,973	229,196	98,248
Wood	114.9	.0453	29.7	18.3	14.9	20.3	21.8	40.4	702,976	129,149	59,744	94,151	41,629	124,035	26,625
• Bowling Green	28.6	.0113	23.2	49.2	11.9	11.9	13.6	8.6	215,857	42,345	23,821	21,034	10,072	41,536	8,553
SUBURBAN TOTAL	255.6	.1007	34.1	8.3	15.0	23.6	25.1	92.5	2,125,263	380,771	165,880	270,606	133,307	618,510	70,408
YOUNGSTOWN-WARREN	**489.2**	**.1929**	**36.5**	**8.6**	**14.2**	**21.0**	**31.2**	**186.5**	**3,620,789**	**605,678**	**323,836**	**492,608**	**187,123**	**776,026**	**177,701**
Mahoning	262.5	.1035	36.8	8.5	14.1	20.3	32.4	100.6	2,012,221	345,500	185,825	258,708	122,580	443,620	107,815
• Youngstown	94.9	.0374	35.0	9.2	14.4	17.4	32.6	36.8	608,146	148,056	65,806	28,387	16,177	149,637	48,645
Trumbull	226.7	.0894	36.1	8.8	14.2	22.0	29.7	85.9	1,608,568	260,178	138,011	233,900	64,543	332,406	69,886
• Warren	50.6	.0200	35.2	8.8	15.0	18.6	31.7	20.3	538,319	113,839	55,636	27,448	19,347	186,025	27,125
SUBURBAN TOTAL	343.7	.1355	37.0	8.5	14.0	22.5	30.6	129.4	2,474,324	343,783	202,394	436,773	151,599	440,364	101,931
OTHER COUNTIES															
Adams	26.0	.0103	33.3	9.2	14.0	20.1	27.6	9.5	125,260	24,538	3,506	9,330	4,035	38,815	8,704
Ashland	48.0	.0189	33.6	10.4	14.2	20.4	27.6	17.4	235,071	46,738	22,007	18,060	13,180	50,681	10,551
Ashtabula	99.9	.0394	34.8	8.4	14.4	20.9	28.8	36.8	580,653	118,486	48,498	69,178	23,799	121,817	22,758
Athens	60.9	.0240	25.9	28.0	13.8	17.2	20.3	20.4	276,958	63,923	33,846	20,031	9,456	51,040	15,083
☐ Belmont	69.6	.0275	38.4	7.7	13.4	20.5	34.6	27.7	520,462	111,274	43,789	119,906	26,647	71,227	21,537
Brown	36.0	.0142	33.1	8.8	15.4	20.4	26.6	12.8	105,597	32,098	12,168	10,483	2,331	18,818	4,660
Champaign	36.8	.0145	34.8	9.1	14.5	22.8	27.0	13.6	158,514	39,618	14,715	7,908	3,294	49,407	10,129
Clinton	36.1	.0142	33.0	10.3	15.3	20.8	26.2	13.3	245,888	72,386	19,118	15,384	5,143	52,242	9,428
Columbiana	108.2	.0427	35.5	8.2	14.3	21.2	29.6	40.9	584,553	150,636	52,473	53,221	21,790	125,364	24,104
Coshocton	35.6	.0140	35.2	7.8	14.4	20.9	29.4	13.5	158,245	54,039	13,414	12,458	5,231	19,406	5,535
Crawford	47.9	.0189	35.1	8.6	14.5	20.9	29.1	18.5	240,491	49,455	21,237	18,459	9,276	53,584	16,183
Darke	54.1	.0214	34.4	8.6	14.7	20.6	28.5	19.7	351,804	73,793	25,712	24,113	13,630	90,952	7,558
Defiance	39.7	.0156	32.9	9.6	14.8	21.8	25.0	14.2	273,859	67,971	23,877	34,439	14,156	62,203	9,783
Erie	76.9	.0303	35.4	8.2	14.8	22.2	28.5	29.0	619,059	93,613	73,380	148,638	27,914	104,869	26,309
Fayette	27.5	.0108	35.3	8.7	14.3	21.2	29.3	10.2	188,588	36,071	19,587	14,025	3,172	41,129	6,177
Gallia	31.1	.0123	33.8	9.6	15.4	20.8	27.4	11.4	211,730	49,195	18,109	26,373	9,277	49,097	7,784
Guernsey	38.8	.0153	35.2	8.3	14.5	20.7	29.5	14.8	233,078	48,588	27,336	24,051	7,462	39,827	7,280
Hancock	66.0	.0261	33.4	9.4	16.0	21.3	26.2	24.9	578,404	56,285	60,298	142,429	21,441	161,447	16,737
Hardin	31.3	.0123	32.1	14.1	14.1	19.2	26.7	11.3	126,898	41,230	10,438	6,800	3,140	25,297	10,447
Harrison	15.8	.0062	37.4	7.7	13.4	20.8	32.7	6.0	45,661	15,672	1,816	469	507	13,566	4,403
Henry	29.3	.0116	33.2	8.3	15.2	19.9	27.4	10.5	141,991	32,977	8,738	7,811	5,153	45,845	5,919
Highland	36.5	.0144	34.7	8.6	14.4	19.9	29.7	13.5	181,648	44,622	18,870	16,176	4,518	29,907	11,074
Hocking	26.0	.0102	34.8	8.9	14.7	21.3	28.4	9.5	122,361	22,208	10,221	11,611	2,265	23,769	9,041
Holmes	33.4	.0132	28.1	9.5	14.3	17.7	22.5	9.5	135,541	23,024	19,063	8,846	4,066	25,980	2,194
Huron	57.0	.0225	32.4	9.1	15.5	20.8	25.2	20.5	381,453	86,421	26,457	27,060	23,591	117,403	16,878
Jackson	30.2	.0119	34.3	8.7	14.7	20.3	28.6	11.2	166,426	50,485	12,032	17,264	3,298	32,520	17,325
Knox	47.8	.0188	34.7	11.3	14.0	20.7	28.9	17.4	224,642	49,639	28,644	28,147	7,695	52,191	7,283
☐ Lawrence	62.0	.0244	34.7	9.1	14.1	21.0	28.6	23.0	247,386	69,693	20,787	20,998	11,726	50,062	12,935

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L. "Hank" Baker, Manager

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541 N. Superior St., Toledo, Ohio 43660-0601
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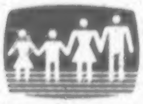
Circle No. 196 on Reader Service Card

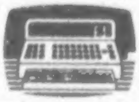
POPULATION



S&MM ESTIMATES: 12/31/91

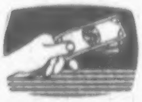
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Logan	43.2	.0171	34.1	8.8	14.8	20.2	28.4	16.3
Marion	63.7	.0251	34.0	8.8	16.0	21.9	26.4	23.4
Meigs	23.0	.0091	35.6	8.4	13.7	21.4	29.5	8.7
Mercer	40.0	.0157	32.1	8.3	15.0	19.1	26.5	13.7
Monroe	15.3	.0060	37.0	8.0	13.2	21.5	31.5	5.7
Morgan	14.3	.0056	34.6	7.8	14.0	19.7	29.7	5.2
Morrow	28.2	.0111	33.2	8.6	14.9	22.2	25.1	9.8
Muskingum	82.5	.0326	33.9	9.8	14.8	20.3	28.2	31.0
Noble	11.3	.0044	34.1	7.7	14.6	19.0	29.7	4.1
Ottawa	40.2	.0159	36.9	7.7	14.4	22.0	31.0	15.3
Paulding	20.7	.0081	32.4	8.8	15.0	21.0	25.1	7.4
Perry	31.8	.0126	32.7	9.0	15.2	20.3	26.3	11.4
Pike	24.7	.0097	33.2	9.0	14.8	20.0	27.4	9.0
Preble	40.7	.0160	34.1	8.5	15.0	21.9	26.8	14.5
Putnam	34.2	.0135	31.0	8.7	15.8	18.8	24.9	11.2
Ross	70.8	.0279	34.2	9.0	17.4	22.2	26.4	24.4
Sandusky	62.3	.0246	33.5	8.7	15.4	20.6	27.1	22.6
Scioto	79.8	.0315	34.7	8.7	14.9	19.8	29.7	29.8
Seneca	59.9	.0236	32.8	9.9	14.7	20.2	26.6	21.4
Shelby	45.5	.0179	31.9	8.9	15.9	20.7	24.5	15.9
Tuscarawas	84.6	.0334	35.5	7.9	14.9	21.1	29.6	32.2
Van Wert	30.7	.0121	34.4	8.0	15.0	20.4	28.8	11.4
Vinton	11.1	.0044	34.0	9.1	14.5	20.5	28.0	4.1
Wayne	103.9	.0409	32.5	9.9	15.3	21.4	24.8	36.5
Williams	37.4	.0148	33.5	8.2	15.8	20.8	26.8	14.0
Wyandot	22.2	.0087	34.5	8.2	15.0	19.8	29.4	8.1
TOTAL METRO COUNTIES	**8,619.9**	**3.3987**	**33.7**	**10.2**	**16.3**	**21.4**	**26.5**	**3,279.1**
TOTAL STATE	**10,918.7**	**4.3050**	**33.7**	**10.1**	**15.9**	**21.2**	**26.8**	**4,116.5**

RETAIL SALES BY STORE GROUP



METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Logan	217,527	55,636	30,411	11,229	5,616	37,028	11,492
Marion	414,037	76,542	38,678	83,306	18,502	79,325	14,835
Meigs	92,646	26,954	6,442	7,107	5,761	16,762	7,640
Mercer	234,200	51,033	20,441	29,234	12,522	44,411	6,173
Monroe	51,657	17,782	2,836	471	1,805	11,304	1,779
Morgan	32,736	5,681	2,738	1,283	1,130	6,289	3,581
Morrow	91,991	22,975	2,641	5,553	885	23,453	2,412
Muskingum	606,589	120,058	61,879	79,504	55,232	114,467	16,643
Noble	41,443	11,421	2,047	477	1,629	11,550	2,712
Ottawa	244,428	63,973	35,414	10,585	5,751	62,077	10,216
Paulding	51,346	16,698	5,113	1,568	2,558	12,580	3,033
Perry	94,672	24,056	8,448	2,209	1,384	27,272	5,126
Pike	108,999	31,137	9,057	8,517	2,616	18,187	8,538
Preble	153,919	38,207	11,878	6,938	4,416	22,208	7,567
Putnam	169,618	26,577	14,020	11,763	5,227	50,465	9,354
Ross	391,658	75,719	36,788	87,822	37,024	68,075	11,710
Sandusky	361,196	87,701	27,775	23,459	12,680	84,371	19,700
Scioto	477,276	103,062	59,971	34,194	25,355	107,805	20,269
Seneca	332,004	72,053	26,485	34,291	18,328	67,019	13,612
Shelby	192,503	39,306	23,873	7,409	8,835	33,367	11,715
Tuscarawas	581,361	125,817	47,847	68,991	37,896	111,372	29,281
Van Wert	152,680	35,179	13,874	10,199	3,417	32,023	9,616
Vinton	26,021	9,766	1,209	134	512	3,174	704
Wayne	589,576	145,333	46,021	38,698	30,758	164,917	17,340
Williams	216,422	51,159	23,676	10,135	6,761	27,431	13,086
Wyandot	111,707	24,766	9,987	9,538	2,824	27,244	7,520
TOTAL METRO COUNTIES	**63,562,379**	**12,017,399**	**6,715,054**	**9,112,390**	**2,948,710**	**13,101,285**	**2,693,934**
TOTAL STATE	**76,294,964**	**14,819,701**	**7,910,163**	**10,489,958**	**3,506,954**	**15,862,737**	**3,252,915**

EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
AKRON	**9,527,448**	**31,494**	**16.8**	**25.9**	**19.7**	**24.5**	**.2562**
Portage	1,928,490	33,573	15.5	25.8	21.5	26.1	.0496
• Kent	292,107	24,410	23.0	25.7	15.4	17.0	.0114
Summit	7,598,958	30,960	17.1	25.9	19.3	24.1	.2066
• Akron	2,777,174	24,356	21.0	28.0	16.4	14.5	.0845
• Barberton	302,882	23,650	23.3	29.2	16.9	11.5	.0086
Cuyahoga Falls	733,859	32,709	15.7	27.9	23.9	21.9	.0206
SUBURBAN TOTAL	6,155,285	37,957	13.2	24.3	22.4	32.4	.1517
CANTON	**5,233,570**	**29,677**	**18.2**	**28.6**	**20.6**	**19.4**	**.1472**
Carroll	307,470	28,132	20.6	29.8	21.2	15.0	.0081
Stark	4,926,100	29,787	18.0	28.7	20.5	19.7	.1391
• Alliance	246,842	22,614	23.0	29.3	14.9	11.6	.0095
• Canton	898,565	21,749	24.1	28.1	14.7	10.7	.0305
• Massillon	356,362	25,875	20.8	30.9	17.4	14.1	.0126
SUBURBAN TOTAL	3,731,801	33,730	15.3	28.6	23.6	23.9	.0946
CINCINNATI	**22,408,196**	**33,563**	**15.4**	**24.3**	**20.1**	**27.6**	**.6024**
Clermont	2,078,901	34,069	14.9	27.3	22.0	26.3	.0553
Hamilton	13,811,005	32,255	16.2	23.6	19.0	27.0	.3748
• Cincinnati	4,841,454	23,554	20.4	24.8	15.6	16.3	.1396
Warren	1,829,972	40,371	11.9	22.6	23.5	35.2	.0457
Dearborn, Ind.	*525,050*	*33,513*	*15.0*	*26.7*	*23.0*	*24.5*	*.0137*
Boone, Ky.	*905,956*	*39,249*	*12.1*	*23.0*	*22.7*	*34.1*	*.0302*
Campbell, Ky.	*1,220,753*	*34,307*	*15.3*	*23.7*	*20.8*	*28.1*	*.0305*
Kenton, Ky.	*2,036,559*	*33,000*	*15.7*	*25.8*	*21.1*	*25.5*	*.0522*
Covington	*483,735*	*23,443*	*21.5*	*27.4*	*17.1*	*12.4*	*.0159*
SUBURBAN TOTAL	17,566,742	37,498	13.6	24.0	21.8	32.0	.4628

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CINCINNATI-HAMILTON							
CONSOLIDATED AREA	***26,617,203***	***33,658***	***15.5***	***24.2***	***20.2***	***27.7***	***.7105***
CLEVELAND	**28,009,404**	**32,543**	**16.1**	**24.3**	**19.9**	**26.2**	**.7410**
Cuyahoga	21,121,101	30,438	17.1	24.6	19.0	23.9	.5637
• Cleveland	4,893,734	19,747	22.4	25.0	14.5	10.0	.1442
Cleveland Heights	974,896	37,948	12.4	23.6	21.4	32.9	.0223
Euclid	815,396	29,015	19.1	29.5	20.5	18.4	.0204
Lakewood	977,771	30,496	18.1	28.7	20.8	21.4	.0229
Parma	1,317,142	35,164	14.7	27.2	24.9	25.4	.0374
Geauga	1,440,516	42,736	10.8	22.2	21.1	40.5	.0323
Lake	3,539,286	38,836	12.9	24.5	24.0	32.4	.0962
Mentor	825,367	45,677	9.3	18.7	23.5	43.5	.0270
Medina	1,908,501	40,334	11.9	22.9	23.5	35.2	.0488
SUBURBAN TOTAL	23,115,670	37,860	13.6	24.1	22.0	32.5	.5968
CLEVELAND-AKRON-LORAIN							
CONSOLIDATED AREA	***40,866,158***	***32,135***	***16.3***	***25.0***	***20.1***	***25.3***	***1.0918***
COLUMBUS	**21,361,169**	**33,529**	**15.6**	**25.8**	**20.8**	**26.7**	**.5784**
Delaware	1,259,785	41,642	11.8	21.2	22.4	37.8	.0279
Fairfield	1,483,962	33,844	15.6	25.7	20.5	27.6	.0375
• Lancaster	418,275	25,032	22.0	31.2	16.9	13.9	.0151
Franklin	15,320,520	33,295	15.5	25.8	20.5	26.7	.4267
• Columbus	9,026,770	29,553	17.6	27.6	19.9	20.7	.2667
Licking	1,743,733	31,690	17.5	26.5	22.0	22.3	.0474
• Newark	552,213	25,110	22.1	28.2	18.5	14.5	.0178
Madison	477,828	32,839	15.4	28.4	22.5	23.9	.0127
Pickaway	583,196	30,600	18.2	28.0	21.6	20.4	.0150
Union	492,145	37,676	14.5	22.2	23.5	31.0	.0116
SUBURBAN TOTAL	11,363,911	39,648	12.5	23.1	22.3	35.0	.2792

OHIO (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DAYTON-SPRINGFIELD	**14,004,896**	**32,689**	**16.3**	**25.4**	**21.2**	**25.0**	**.3801**
Clark	1,919,471	30,090	18.5	26.4	20.9	20.6	.0543
● Springfield	798,628	23,797	22.9	27.3	17.3	13.2	.0255
Greene	2,123,172	38,400	12.9	22.3	22.6	32.5	.0528
Miami	1,345,981	33.223	15.8	27.0	22.7	24.2	.0363
Montgomery	8,616,272	32,132	16.5	25.4	20.7	24.6	.2367
● Dayton	1,946,775	21,919	22.8	26.0	16.2	11.6	.0609
Kettering	1,172,401	36,821	14.0	26.0	23.1	30.0	.0300
SUBURBAN TOTAL	11,259,493	36,778	13.8	24.9	22.9	29.9	.2937
HAMILTON-MIDDLETOWN	**4,209,007**	**34,128**	**15.5**	**24.5**	**20.7**	**27.9**	**.1081**
Butler	4,209,007	34,128	15.5	24.5	20.7	27.9	.1081
● Hamilton	727,503	24,338	22.1	27.8	17.3	14.3	.0225
● Middletown	624,066	27,467	19.6	26.5	18.8	18.4	.0176
SUBURBAN TOTAL	2,857,438	40,403	11.7	22.8	22.6	35.9	.0680
LIMA	**1,903,158**	**29,659**	**18.2**	**28.3**	**21.6**	**19.0**	**.0584**
Allen	1,315,990	28,476	18.9	28.1	20.8	17.8	.0425
● Lima	449,978	22,312	23.0	27.3	16.8	10.7	.0146
Auglaize	587,168	32,300	16.3	29.3	23.5	21.7	.0159
SUBURBAN TOTAL	1,453,180	32,773	16.2	28.8	23.6	22.4	.0438
LORAIN-ELYRIA	**3,329,306**	**31,041**	**17.3**	**27.4**	**22.1**	**20.7**	**.0944**
Lorain	3,329,306	31,041	17.3	27.4	22.1	20.7	.0944
● Elyria	660,661	27,144	19.7	32.0	19.2	14.6	.0230
● Lorain	743,380	24,264	22.4	26.1	18.6	13.5	.0204
SUBURBAN TOTAL	1,925,265	36,493	13.4	26.2	25.3	27.3	.0510
MANSFIELD	**1,645,434**	**29,184**	**19.1**	**28.2**	**20.6**	**19.3**	**.0481**
Richland	1,645,434	29,184	19.1	28.2	20.6	19.3	.0481
● Mansfield	621,098	24,487	21.7	28.6	16.3	15.1	.0208
SUBURBAN TOTAL	1,024,336	32,962	17.2	27.8	23.8	22.5	.0273
PARKERSBURG-MARIETTA	**1,810,848**	**27,363**	**20.4**	**26.4**	**19.8**	**17.6**	**.0543**
Washington	761,805	27,384	20.6	26.7	19.9	17.5	.0211
● Marietta	186,045	23,561	23.7	24.9	15.9	16.0	.0070
Wood, W. Va.	*1,049,043*	*27,348*	*20.3*	*26.0*	*19.8*	*17.6*	*.0332*
● *Parkersburg*	*359,635*	*22,520*	*23.5*	*25.5*	*16.2*	*12.9*	*.0157*
SUBURBAN TOTAL	1,265,168	29,876	18.6	27.1	21.9	19.6	.0316
STEUBENVILLE-WEIRTON	**1,715,190**	**26,275**	**20.6**	**26.6**	**18.5**	**17.1**	**.0469**
Jefferson	981,950	26,132	20.4	25.8	17.8	17.9	.0278
● Steubenville	276,363	21,081	23.1	22.2	13.9	15.8	.0104
Brooke, W. Va.	*345,205*	*30,016*	*17.8*	*27.0*	*19.8*	*21.4*	*.0086*
Hancock, W. Va.	*388,035*	*24,100*	*23.2*	*27.9*	*19.1*	*12.3*	*.0105*
● *Weirton*	*273,519*	*26,019*	*19.0*	*27.5*	*20.7*	*14.6*	*.0075*
SUBURBAN TOTAL	1,165,308	27,582	20.4	27.3	19.0	18.1	.0290
TOLEDO	**8,511,504**	**30,443**	**17.1**	**25.3**	**19.8**	**23.0**	**.2399**
Fulton	522,836	35,097	13.7	27.7	26.2	24.1	.0142
Lucas	6,372,106	29,397	17.5	25.0	19.1	22.2	.1834
● Toledo	4,036,210	26,011	19.4	26.1	18.2	16.9	.1190
Wood	1,616,562	33,088	16.7	25.7	20.6	26.1	.0423
● Bowling Green	301,430	23,842	23.8	22.8	15.3	18.9	.0099
SUBURBAN TOTAL	4,173,864	37,897	13.4	24.3	22.6	32.0	.1110
YOUNGSTOWN-WARREN	**6,039,451**	**27,162**	**19.7**	**27.7**	**19.0**	**17.4**	**.1792**
Mahoning	3,181,334	26,024	20.5	27.0	18.1	16.8	.0965
● Youngstown	864,874	18,708	24.7	25.2	13.6	8.2	.0291
Trumbull	2,858,117	28,454	18.9	28.5	20.1	18.0	.0827
● Warren	572,663	23,466	21.1	27.4	16.8	12.8	.0205
SUBURBAN TOTAL	4,601,914	30,186	18.1	28.4	20.9	20.7	.1296

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adams	232,220	18,465	26.1	23.6	14.1	8.9	.0074
Ashland	594,766	29,087	19.3	28.9	21.1	18.9	.0157
Ashtabula	1,172,766	27,360	20.5	27.7	20.0	16.7	.0332
Athens	612,031	22,140	22.3	24.7	14.3	14.9	.0175
☐ Belmont	765,248	23,181	24.2	27.4	16.9	12.5	.0243
Brown	392,625	26,690	21.4	29.2	17.9	16.2	.0099
Champaign	511,754	35,324	15.0	24.3	24.0	26.6	.0124
Clinton	445,684	29,160	19.0	27.7	21.5	17.9	.0129
Columbiana	1,252,017	26,354	21.3	28.3	19.9	14.6	.0349
Coshocton	407,616	25,952	22.4	28.3	19.7	14.2	.0109
Crawford	572,179	26,829	21.1	31.0	19.7	14.0	.0154
Darke	686,749	30,663	18.0	29.7	22.4	19.3	.0193
Defiance	489,885	31,755	17.6	28.7	24.1	19.7	.0142
Erie	1,026,586	30,239	18.5	26.7	21.3	21.3	.0301
Fayette	312,478	26,133	21.6	28.5	18.6	15.8	.0094
Gallia	317,156	22,978	21.3	25.9	17.5	12.4	.0101
Guernsey	426,044	24,169	22.7	28.2	17.1	13.3	.0126
Hancock	972,262	34,211	14.8	26.9	23.5	25.0	.0278
Hardin	344,230	25,392	21.7	28.5	19.0	13.3	.0092
Harrison	155,188	22,103	25.1	29.4	15.7	9.3	.0041
Henry	367,515	32,839	16.0	28.2	24.3	21.4	.0095
Highland	371,694	23,228	23.8	29.1	16.7	11.0	.0109
Hocking	274,282	24,117	24.1	29.1	18.7	11.8	.0078
Holmes	327,190	28,172	20.8	32.3	18.7	17.4	.0091
Huron	684,377	29,613	18.3	30.9	21.6	18.1	.0200
Jackson	292,023	20,078	25.3	24.0	15.3	10.8	.0091
Knox	566,356	28,231	19.2	30.7	20.8	16.3	.0151
☐ Lawrence	641,206	22,553	23.2	24.2	15.9	14.8	.0175
Logan	595,174	32,604	17.0	25.3	21.1	25.0	.0150
Marion	757,286	27,720	19.8	30.5	19.6	16.0	.0219
Meigs	203,007	19,047	25.5	24.5	15.1	8.0	.0061
Mercer	510,221	33,153	16.0	28.6	24.2	22.2	.0138
Monroe	164,968	24,837	21.5	24.9	19.4	14.5	.0042
Morgan	133,960	22,252	24.4	29.5	16.2	8.8	.0034
Morrow	306,615	28,678	20.0	31.8	23.6	13.7	.0079
Muskingum	946,075	26,264	21.8	27.9	19.3	15.0	.0291
Noble	101,833	22,270	24.5	33.8	16.1	5.8	.0029
Ottawa	586,086	33,351	16.3	26.6	21.7	25.9	.0152
Paulding	267,818	33,262	15.9	27.2	24.2	22.5	.0060
Perry	306,151	23,319	22.6	29.4	17.2	10.9	.0082
Pike	231,496	21,031	21.9	24.9	15.5	11.6	.0069
Preble	530,393	32,512	16.6	29.4	21.2	23.9	.0129
Putnam	411,840	33,811	14.8	28.8	26.9	20.7	.0110
Ross	791,489	26,630	19.9	26.5	18.5	17.4	.0227
Sandusky	763,625	30,177	17.9	30.2	22.4	17.9	.0211
Scioto	787,304	19,970	25.1	24.4	14.0	11.5	.0247
Seneca	675,922	27,858	20.9	29.4	21.9	14.6	.0192
Shelby	667,026	35,928	14.0	26.4	22.9	28.6	.0158
Tuscarawas	967,171	26,153	21.4	31.3	19.7	12.7	.0292
Van Wert	374,227	30,028	17.2	33.3	23.8	15.3	.0099
Vinton	98,391	19,614	27.0	28.7	12.1	8.2	.0026
Wayne	1,319,257	31,267	16.8	30.0	22.4	20.2	.0356
Williams	460,865	29,180	19.3	32.3	23.0	14.6	.0127
Wyandot	259,609	29,184	19.5	31.2	23.5	14.7	.0070
TOTAL METRO COUNTIES	**124,644,434**	**31,744**	**16.6**	**25.6**	**20.2**	**24.5**	**3.3979**
TOTAL STATE	**151,669,916**	**30,851**	**17.3**	**26.1**	**20.2**	**23.0**	**4.1514**

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Oklahoma

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ENID	**54.8**	**.0216**	**34.7**	**8.4**	**15.8**	**19.9**	**29.5**	**21.7**	**398,061**	**80,119**	**33,358**	**76,166**	**13,917**	**95,699**	**14,160**
Garfield	54.8	.0216	34.7	8.4	15.8	19.9	29.5	21.7	398,061	80,119	33,358	76,166	13,917	95,699	14,160
● Enid	43.8	.0173	34.4	9.0	16.2	19.4	29.7	17.7	384,187	78,942	32,985	76,102	13,917	88,377	13,741
SUBURBAN TOTAL	11.0	.0043	35.7	5.9	13.7	22.3	28.9	4.0	13,874	1,177	373	64		7,322	419
LAWTON	**111.9**	**.0441**	**28.5**	**15.0**	**18.3**	**18.4**	**19.7**	**37.8**	**678,432**	**124,649**	**54,605**	**150,090**	**28,685**	**153,030**	**14,542**
Comanche	111.9	.0441	28.5	15.0	18.3	18.4	19.7	37.8	678,432	124,649	54,605	150,090	28,685	153,030	14,542
● Lawton	80.9	.0319	29.4	11.9	18.7	18.9	20.8	29.7	633,118	110,226	51,671	150,090	27,776	147,491	13,567
SUBURBAN TOTAL	31.0	.0122	26.0	22.8	17.7	17.1	16.9	8.1	45,314	14,423	2,934		909	5,339	975
OKLAHOMA CITY	**968.0**	**.3816**	**32.3**	**10.6**	**17.2**	**21.6**	**23.8**	**371.2**	**7,253,250**	**1,356,961**	**739,735**	**866,338**	**336,875**	**2,056,892**	**207,837**
Canadian	76.2	.0301	32.1	7.5	17.2	24.6	20.4	26.2	359,710	95,444	32,794	40,504	12,223	102,215	9,043
Cleveland	179.6	.0708	30.0	14.2	18.5	23.0	17.7	66.1	970,545	178,677	93,348	122,049	28,700	332,682	25,362
Moore	41.5	.0164	29.5	9.0	18.7	24.1	15.6	14.0	247,001	57,786	21,807	41,591	6,350	54,092	5,185
● Norman	82.5	.0325	28.9	20.4	18.0	20.5	18.5	32.9	649,818	87,253	65,780	79,936	19,445	268,011	15,893
Logan	29.0	.0114	33.0	11.6	13.8	20.6	26.7	10.1	94,634	21,821	9,883	11,340	1,196	26,273	4,764
McClain	23.0	.0090	34.8	8.0	14.6	22.3	27.4	8.4	114,477	27,001	10,637	16,223	1,343	27,557	3,530
Oklahoma	601.7	.2372	32.8	10.0	17.6	20.9	25.2	238.7	5,376,866	921,562	553,699	632,777	284,297	1,525,455	150,466
Edmond	52.5	.0207	30.7	10.7	17.6	24.5	17.9	18.9	293,320	69,848	34,731	14,139	7,901	56,779	15,759
Midwest City	52.5	.0207	31.8	10.2	17.7	19.9	24.3	20.5	630,412	132,154	39,911	138,646	13,505	210,800	17,393
● Oklahoma City	446.3	.1760	32.8	9.6	18.0	21.2	24.8	179.2	3,773,522	543,384	410,921	448,841	232,985	1,078,219	99,768
Pottawatomie	58.5	.0231	33.9	10.4	13.9	20.0	28.5	21.7	337,010	112,456	39,374	43,445	9,116	42,710	14,672
● Shawnee	25.9	.0102	33.9	12.8	14.1	17.3	31.2	10.3	279,674	95,569	29,183	38,200	8,041	38,869	13,816
SUBURBAN TOTAL	413.3	.1629	32.4	9.4	16.4	22.5	23.2	148.8	2,550,236	630,755	233,851	299,361	76,404	671,793	78,360
TULSA	**715.5**	**.2821**	**33.3**	**9.2**	**16.5**	**22.4**	**24.9**	**280.0**	**5,224,460**	**1,172,172**	**534,037**	**619,764**	**234,065**	**1,282,848**	**144,610**
Creek	60.9	.0240	34.7	8.2	14.0	22.3	27.4	22.5	213,284	80,607	24,872	16,127	5,326	29,735	8,971
Osage	41.1	.0162	35.4	7.2	14.4	22.4	28.2	15.2	88,349	49,617	3,361	5,888	369	8,445	4,073
Rogers	55.9	.0220	34.4	8.0	14.3	24.1	25.1	20.1	217,014	60,443	17,371	17,299	3,158	59,806	6,360

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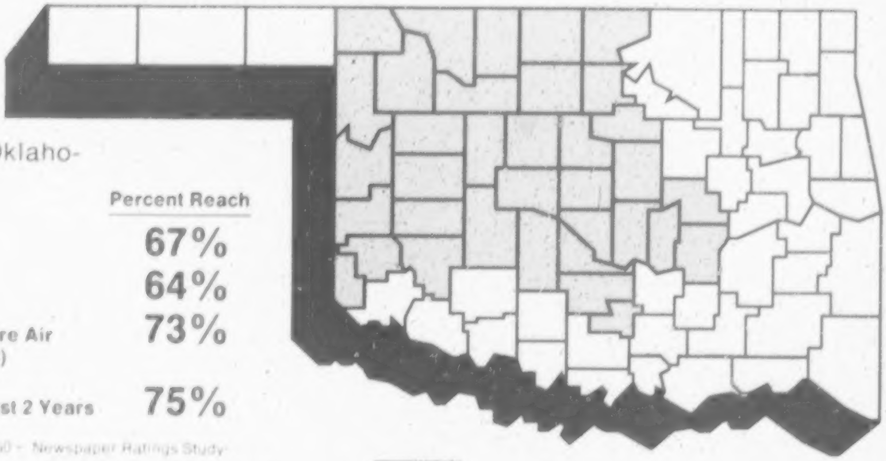

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METRO & COUNTY TOTALS

OKLA. (cont.)

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Tulsa	508.5	.2005	33.0	9.7	17.5	22.1	24.4	204.8	4,616,821	950,821	479,679	563,871	223,034	1,178,042	119,155
Broken Arrow	58.7	.0231	29.7	7.1	18.8	25.8	14.3	19.5	338,819	72,935	31,136	40,418	7,214	98,832	8,658
● Tulsa	371.0	.1463	33.5	10.5	17.5	21.5	25.9	157.1	3,771,625	744,187	398,525	444,365	204,162	985,488	89,889
Wagoner	49.1	.0194	33.2	8.0	14.9	24.2	23.1	17.4	88,992	30,684	8,754	16,579	2,178	6,820	6,051
SUBURBAN TOTAL	344.5	.1358	33.1	7.8	15.5	23.4	23.7	122.9	1,452,835	427,985	135,312	175,399	29,903	297,360	54,721
OTHER COUNTIES															
Adair	18.9	.0075	32.1	9.4	13.9	19.0	26.9	6.5	43,113	22,079	2,100	6,891	294	3,664	288
Alfalfa	6.1	.0024	40.9	7.0	14.4	18.3	39.0	2.3	19,762	4,661	1,092	827	153	6,086	624
Atoka	13.1	.0051	35.4	8.2	15.2	20.1	30.4	4.5	64,195	19,007	2,878	9,175	3,047	11,050	1,861
Beaver	5.8	.0023	36.9	5.7	13.7	20.6	32.1	2.3	18,368	6,612	1,209		198	2,465	371
Beckham	18.0	.0071	34.9	7.2	14.7	18.7	31.2	7.0	110,943	28,214	10,517	17,245	2,458	27,577	2,778
Blaine	11.2	.0044	36.5	7.0	13.3	18.5	33.5	4.4	39,914	14,380	3,772	921	443	4,252	1,294
Bryan	32.8	.0130	35.3	11.5	12.9	19.1	31.3	12.8	162,016	43,136	11,551	25,931	5,193	36,586	3,551
Caddo	29.3	.0115	34.8	8.0	13.6	19.0	30.7	10.8	109,566	34,595	5,590	12,453	1,944	16,643	4,483
Carter	42.4	.0167	33.7	7.2	14.3	20.3	30.8	16.4	303,483	78,966	22,526	43,810	9,723	60,235	10,176
Cherokee	35.1	.0138	32.4	12.3	14.0	19.0	27.4	13.1	166,312	48,732	16,448	21,360	6,000	32,999	2,640
Choctaw	15.6	.0062	36.5	7.6	12.2	18.0	33.9	6.1	65,422	20,597	3,234	10,564	600	14,639	1,639
Cimarron	3.4	.0013	37.8	6.1	12.2	19.8	34.0	1.3	17,069	3,332	1,184		80	3,259	124
Coal	5.8	.0023	37.0	7.7	13.0	18.5	34.1	2.3	15,274	7,919	843	1,976	185	489	825
Cotton	6.6	.0026	37.7	7.4	13.6	18.2	35.2	2.6	17,724	5,770	1,451	968	811	2,383	1,075
Craig	14.1	.0056	38.5	7.4	14.1	21.2	33.8	5.2	82,653	20,675	7,281	7,052	2,789	18,729	2,231
Custer	26.3	.0104	30.2	15.5	14.8	17.6	25.2	9.7	175,831	46,266	14,626	18,135	3,687	36,032	10,264
Delaware	29.0	.0114	40.4	7.3	11.6	18.6	38.1	11.4	122,356	36,043	10,394	22,495	5,147	30,236	2,337
Dewey	5.4	.0021	38.6	5.7	13.5	18.4	36.2	2.2	15,193	4,942	725		559	1,027	228
Ellis	4.3	.0017	40.6	4.7	11.0	20.5	37.9	1.8	15,709	4,396	1,086	281	85	4,695	439
Garvin	26.1	.0103	37.7	7.5	13.5	18.5	35.1	10.2	127,529	44,234	10,608	14,049	2,232	13,996	5,121
Grady	41.6	.0164	33.9	8.3	14.9	21.0	27.4	15.5	200,964	50,634	14,130	16,051	7,400	58,246	7,092
Grant	5.5	.0022	40.1	5.3	12.9	17.9	38.7	2.3	13,770	2,828	583		110	4,758	867
Greer	6.3	.0025	40.7	8.4	14.5	17.2	39.8	2.5	15,071	8,375	965	592	136	460	1,532
Harmon	3.7	.0014	38.7	7.0	11.4	15.4	38.6	1.4	11,456	3,586	632	390	328	1,304	709
Harper	3.9	.0016	40.2	4.7	12.7	19.4	37.8	1.6	12,198	1,508	592	1,047	342	4,245	1,276
Haskell	10.9	.0043	38.2	7.4	12.2	19.3	35.0	4.3	50,262	11,800	1,637	9,297	304	14,693	1,556
Hughes	12.9	.0051	40.8	6.7	11.3	18.8	38.6	5.2	46,347	17,425	1,897	8,320	468	7,370	1,249
Jackson	28.3	.0111	30.2	11.6	16.8	18.4	23.4	10.4	193,909	33,732	18,381	18,831	5,038	69,912	8,840
Jefferson	6.8	.0027	39.5	7.1	12.1	19.1	37.0	2.8	24,246	9,063	1,748	478	278	3,854	1,340
Johnston	10.1	.0040	35.8	9.6	12.7	18.9	32.0	3.8	25,003	8,221	2,951	29	442	5,275	993
Kay	47.7	.0188	36.2	7.6	14.0	20.2	31.6	18.9	322,167	85,316	21,924	46,235	13,284	53,024	10,987
Kingfisher	12.7	.0050	34.5	6.5	15.5	19.1	30.2	4.8	66,731	17,843	4,876	8,214	404	20,862	3,346
Kiowa	11.3	.0045	38.3	6.6	12.8	17.0	36.8	4.5	45,992	17,472	1,403	5,521	2,160	3,597	2,891
Latimer	10.7	.0042	34.5	10.6	12.9	18.1	31.2	3.8	29,294	15,475	2,380	1,616	642	611	1,282
Le Flore	44.9	.0177	34.8	8.7	14.0	20.4	29.3	16.6	155,626	55,067	9,065	23,891	4,061	21,611	5,963
Lincoln	29.4	.0116	35.4	7.2	13.9	20.7	29.9	10.9	89,620	23,592	8,962	9,053	1,120	13,606	2,277
Love	8.3	.0033	36.7	8.4	13.8	21.3	31.1	3.0	36,239	13,537	1,759	1,179	920	10,295	1,037
McCurtain	33.9	.0134	33.6	8.6	13.4	19.9	28.2	12.4	190,937	65,242	13,622	34,684	4,511	41,042	4,834
McIntosh	17.0	.0067	42.6	6.7	10.8	18.1	40.9	6.9	90,193	24,730	5,507	10,143	2,836	26,409	5,366
Major	7.9	.0031	37.7	6.0	13.3	19.3	34.4	3.1	44,943	10,440	1,650	3,357	309	16,918	261
Marshall	11.0	.0044	41.2	7.3	12.4	17.8	39.7	4.4	50,297	17,026	4,151	2,288	1,186	13,518	3,282
Mayes	33.7	.0133	36.1	7.9	13.3	20.2	31.2	12.8	183,632	52,393	8,979	20,197	7,380	42,439	3,583
Murray	11.9	.0046	38.6	7.0	12.2	20.3	35.0	4.6	66,998	18,851	3,798	7,816	977	17,784	2,871
Muskogee	68.5	.0271	34.7	8.4	14.3	20.0	29.7	25.3	423,616	107,269	36,786	60,126	15,552	88,026	12,380
Noble	10.9	.0043	35.7	7.3	14.6	20.1	30.9	4.2	44,647	13,333	4,861	1,864	107	4,547	1,937
Nowata	9.8	.0038	38.9	7.1	12.5	19.6	35.6	4.0	29,818	10,212	2,267	5,216	143	3,575	1,403
Okfuskee	11.5	.0046	36.8	7.8	13.5	19.5	32.9	4.1	39,072	15,617	735	735	433	5,857	4,121
Okmulgee	36.3	.0143	36.1	8.6	12.8	19.8	31.7	13.9	162,802	39,833	16,501	35,178	4,451	25,751	5,671
Ottawa	30.4	.0120	37.7	10.2	12.1	19.3	34.1	12.0	183,262	40,833	11,740	23,654	5,179	58,807	8,552
Pawnee	15.7	.0062	36.7	6.9	13.4	21.2	31.3	6.1	87,237	24,829	7,941	10,034	2,801	27,508	3,162
Payne	61.6	.0243	27.4	24.6	16.2	16.7	31.0	23.9	334,125	90,198	41,355	46,654	10,040	53,636	12,428
Pittsburg	41.1	.0162	38.1	7.4	13.4	[illegible]	34.1	16.0	238,997	59,124	18,265	37,457	5,431	72,527	3,823
Pontotoc	34.4	.0135	34.8	11.7	13.5	19.0	30.7	13.5	191,092	41,455	16,524	30,310	6,848	37,927	7,251
Pushmataha	10.8	.0043	39.2	7.3	11.6	19.6	35.9	4.3	54,219	18,218	2,414	5,614	903	7,353	1,573
Roger Mills	3.9	.0015	36.6	6.6	13.2	20.2	32.1	1.5	8,504	2,424	446	400	79	2,382	919
Seminole	24.7	.0098	36.9	8.0	12.7	18.8	33.7	9.4	99,090	32,637	9,124	13,036	634	20,462	4,292
☐ Sequoyah	34.9	.0137	34.0	9.0	13.9	20.7	27.8	12.7	149,650	41,352	15,334	20,335	2,598	22,203	2,600
Stephens	42.0	.0166	37.5	6.7	13.6	20.0	33.6	16.6	270,437	80,146	14,956	35,112	7,087	73,792	8,583
Texas	16.1	.0063	33.4	9.8	14.2	20.3	27.4	6.1	81,979	21,190	5,647	4,033	2,911	20,958	3,875
Tillman	10.3	.0041	36.7	7.9	12.1	17.3	34.7	3.9	29,730	7,122	2,558	5,185	639	5,399	1,762
Washington	47.2	.0186	37.2	7.0	13.6	21.8	31.7	19.0	358,099	92,579	28,485	57,027	16,996	73,132	8,486
Washita	10.8	.0042	37.5	6.3	13.3	18.6	34.6	4.2	19,492	8,189	682	818	557	1,859	817
Woods	8.8	.0035	38.4	12.4	11.9	17.0	37.0	3.7	51,244	9,452	3,806	6,816	1,940	12,789	3,020
Woodward	18.2	.0072	33.6	7.8	16.2	20.4	27.3	6.7	130,616	34,641	11,278	14,918	6,179	31,108	2,229
TOTAL METRO COUNTIES	**1,885.1**	**.7431**	**32.5**	**10.2**	**17.0**	**21.6**	**24.1**	**723.4**	**13,703,853**	**2,775,253**	**1,377,069**	**1,732,693**	**616,140**	**3,610,672**	**383,789**
TOTAL STATE	**3,157.8**	**1.2451**	**33.6**	**9.8**	**15.7**	**20.7**	**27.0**	**1,211.2**	**20,200,258**	**4,583,266**	**1,876,097**	**2,570,442**	**805,314**	**5,016,942**	**605,816**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ENID	**621,828**	**24,027**	**23.5**	**31.2**	**16.8**	**11.2**	**.0192**
Garfield	621,828	24,027	23.5	31.2	16.8	11.2	.0192
• Enid	504,273	23,772	23.8	31.0	16.2	11.5	.0165
SUBURBAN TOTAL	117,555	25,209	21.9	31.8	19.6	10.2	.0027
LAWTON	**1,220,932**	**25,728**	**21.9**	**31.5**	**18.5**	**13.4**	**.0364**
Comanche	1,220,932	25,728	21.9	31.5	18.5	13.4	.0364
• Lawton	887,941	25,517	22.0	31.5	18.5	12.9	.0287
SUBURBAN TOTAL	332,991	26,493	21.4	31.9	18.1	15.1	.0077
OKLAHOMA CITY	**12,580,300**	**27,639**	**20.1**	**28.3**	**18.6**	**18.3**	**.3646**
Canadian	993,980	34,490	14.5	26.3	24.7	24.4	.0253
Cleveland	2,306,452	30,015	18.0	27.5	21.3	19.9	.0611
Moore	481,334	32,867	15.7	31.3	26.5	18.6	.0136
• Norman	1,088,628	25,723	20.5	24.4	17.8	18.3	.0318
Logan	313,123	24,870	21.8	26.5	17.0	16.1	.0080
McClain	247,125	25,360	21.4	28.6	18.7	13.8	.0070
Oklahoma	8,095,648	26,864	20.9	28.9	17.5	17.9	.2446
Edmond	856,000	37,829	12.7	23.4	20.5	33.4	.0205
Midwest City	657,394	28,044	19.9	33.4	20.6	15.1	.0233
• Oklahoma City	5,901,694	26,399	21.3	28.2	17.3	17.6	.1765
Pottawatomie	623,972	23,677	22.5	27.9	16.3	13.3	.0186
• Shawnee	274,701	20,629	24.6	25.3	14.8	11.2	.0103
SUBURBAN TOTAL	5,315,377	29,818	18.2	29.4	20.7	19.7	.1460
TULSA	**9,485,966**	**27,318**	**20.3**	**27.8**	**18.1**	**18.5**	**.2697**
Creek	628,218	23,923	22.3	30.4	16.3	11.9	.0168
Osage	441,139	24,215	21.3	28.9	16.3	13.4	.0106
Rogers	686,440	30,273	18.0	27.6	21.4	20.2	.0172
Tulsa	7,176,447	27,665	20.2	27.6	17.9	19.5	.2124
Broken Arrow	784,095	37,583	12.3	25.9	27.3	27.8	.0207
• Tulsa	5,455,926	26,041	21.3	27.3	16.1	18.9	.1645
Wagoner	353,722	27,858	20.4	28.0	20.2	17.3	.0127
SUBURBAN TOTAL	4,030,040	28,863	19.0	28.7	20.7	17.9	.1052
OTHER COUNTIES							
Adair	142,035	17,940	27.4	27.0	11.2	6.5	.0041
Alfalfa	58,033	18,965	30.0	26.1	12.6	8.2	.0016
Atoka	110,970	15,880	27.5	23.0	11.6	5.9	.0036
Beaver	69,756	27,276	21.4	31.6	20.2	14.1	.0017
Beckham	194,093	21,245	24.3	25.2	14.2	13.2	.0058
Blaine	116,774	22,416	23.5	30.8	15.1	9.4	.0032
Bryan	305,125	18,090	27.1	23.7	12.8	8.9	.0093
Caddo	258,441	18,918	26.7	25.7	13.3	8.3	.0076
Carter	464,859	22,204	23.0	26.6	15.9	11.7	.0145
Cherokee	333,042	19,083	25.5	25.3	12.7	9.7	.0100
Choctaw	116,648	13,652	27.5	18.0	11.0	5.6	.0038
Cimarron	31,741	19,212	27.7	26.3	15.0	6.7	.0011
Coal	45,259	15,339	28.4	23.6	11.3	3.7	.0012
Cotton	62,498	19,947	26.0	25.3	17.3	7.2	.0017
Craig	133,762	19,647	29.7	29.1	12.2	7.6	.0042
Custer	279,671	23,851	22.1	27.0	17.0	13.8	.0087
Delaware	278,579	19,546	29.7	28.7	12.2	7.8	.0080

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Dewey	54,148	19,873	28.0	28.3	12.3	9.0	.0014
Ellis	46,230	21,545	26.9	31.2	13.8	9.0	.0012
Garvin	249,150	19,635	27.7	27.5	13.3	8.3	.0075
Grady	434,719	22,951	23.6	28.1	15.7	12.5	.0125
Grant	61,950	22,305	25.6	29.9	14.8	10.7	.0015
Greer	58,981	17,873	25.8	25.8	11.5	7.4	.0015
Harmon	28,521	15,029	28.8	23.4	7.6	6.9	.0009
Harper	46,472	24,356	24.4	30.6	19.4	10.9	.0011
Haskell	94,517	17,404	28.2	26.0	11.1	6.3	.0029
Hughes	112,362	15,796	26.9	24.5	10.4	4.5	.0034
Jackson	300,782	23,404	24.2	30.4	14.7	12.9	.0094
Jefferson	60,041	16,824	28.1	25.9	10.6	5.6	.0017
Johnston	81,428	16,521	27.0	26.0	9.7	6.1	.0023
Kay	593,778	25,656	21.7	28.1	17.8	15.7	.0170
Kingfisher	144,103	25,990	22.4	31.1	17.9	14.3	.0041
Kiowa	102,479	17,225	27.4	24.5	11.3	7.1	.0031
Latimer	103,466	19,354	28.7	29.0	10.9	8.2	.0025
Le Flore	415,552	20,535	24.6	28.7	13.8	8.7	.0118
Lincoln	298,729	22,851	23.5	26.7	16.5	12.2	.0078
Love	81,760	21,549	26.4	28.0	15.8	9.1	.0023
McCurtain	281,450	17,423	26.3	24.4	11.2	8.0	.0097
McIntosh	168,074	19,687	26.3	28.1	12.4	8.7	.0052
Major	85,241	23,720	24.1	33.1	15.3	9.6	.0024
Marshall	109,907	18,187	30.6	26.3	10.3	8.6	.0032
Mayes	334,338	21,629	25.1	28.7	15.0	10.0	.0102
Murray	113,302	18,994	27.1	27.5	14.8	5.4	.0035
Muskogee	665,075	20,913	23.9	25.4	14.8	11.6	.0213
Noble	115,038	23,009	24.0	28.9	16.0	11.1	.0031
Nowata	93,377	19,091	29.8	25.8	14.3	7.2	.0026
Okfuskee	99,250	16,924	26.8	25.8	10.0	6.9	.0028
Okmulgee	328,125	18,891	26.7	25.3	15.1	7.1	.0099
Ottawa	281,497	18,941	28.8	28.8	11.5	6.9	.0092
Pawnee	158,149	21,205	26.3	28.8	14.7	9.2	.0049
Payne	678,531	20,969	23.8	24.1	14.5	13.2	.0194
Pittsburg	413,184	20,439	26.4	27.2	14.3	9.4	.0127
Pontotoc	342,304	19,091	25.8	24.6	12.8	10.5	.0104
Pushmataha	81,377	14,350	31.7	21.7	7.2	4.8	.0029
Roger Mills	37,603	20,186	27.8	28.4	13.6	8.5	.0009
Seminole	228,780	18,528	27.5	25.3	14.0	7.3	.0065
☐ Sequoyah	319,965	19,839	25.2	26.6	14.7	8.3	.0096
Stephens	472,431	24,182	20.9	26.6	17.2	13.9	.0142
Texas	178,969	24,475	23.2	29.4	17.7	13.0	.0049
Tillman	87,698	18,425	28.3	30.2	10.7	5.2	.0025
Washington	693,218	29,173	19.0	26.6	17.2	23.3	.0190
Washita	104,482	19,256	29.9	25.9	12.4	9.5	.0025
Woods	104,109	19,989	24.6	24.7	13.0	12.3	.0030
Woodward	200,053	25,165	22.6	32.0	17.7	12.5	.0062
TOTAL METRO COUNTIES	**24,208,991**	**27,137**	**20.5**	**28.4**	**18.3**	**17.7**	**.6995**
TOTAL STATE	**37,055,007**	**24,424**	**22.4**	**27.7**	**16.6**	**14.8**	**1.0786**

Oregon

POPULATION

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
EUGENE-SPRINGFIELD	**287.1**	**.1132**	**34.4**	**11.3**	**15.0**	**23.6**	**25.4**	**112.6**
Lane	287.1	.1132	34.4	11.3	15.0	23.6	25.4	112.6
• Eugene	114.3	.0451	32.7	16.3	15.9	23.5	22.9	47.0
• Springfield	45.3	.0179	30.6	11.5	18.4	20.9	21.1	17.7
SUBURBAN TOTAL	127.5	.0502	37.2	6.7	13.1	24.7	29.3	47.9
MEDFORD	**151.4**	**.0597**	**37.1**	**8.1**	**13.3**	**23.1**	**30.3**	**59.3**
Jackson	151.4	.0597	37.1	8.1	13.3	23.1	30.3	59.3
• Medford	48.6	.0192	35.8	8.4	14.9	21.7	29.5	19.6
SUBURBAN TOTAL	102.8	.0405	37.6	7.9	12.5	23.9	30.6	39.7

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE-SPRINGFIELD	**2,267,764**	**465,837**	**255,293**	**266,061**	**92,777**	**514,658**	**76,292**
Lane	2,267,764	465,837	255,293	266,061	92,777	514,658	76,292
• Eugene	1,420,176	225,559	156,244	207,202	70,575	317,156	51,874
• Springfield	352,945	93,216	46,758	48,429	12,758	67,885	12,037
SUBURBAN TOTAL	494,643	149,062	52,271	10,430	9,444	129,617	12,381
MEDFORD	**1,487,367**	**233,182**	**135,038**	**180,098**	**55,550**	**260,862**	**34,545**
Jackson	1,487,367	233,182	135,038	180,098	55,550	260,862	34,545
• Medford	836,916	117,718	84,298	61,763	42,388	189,996	10,471
SUBURBAN TOTAL	650,451	115,464	50,740	118,335	13,162	70,866	24,074

METRO & COUNTY TOTALS

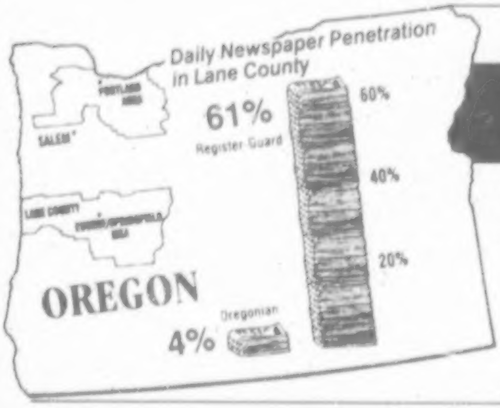
ORE. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
PORTLAND	**1,276.5**	**.5034**	**34.3**	**9.0**	**16.9**	**24.7**	**24.1**	**500.5**	**11,286,876**	**1,957,764**	**1,365,464**	**1,802,447**	**677,603**	**2,212,469**	**250,249**
Clackamas	288.7	.1139	35.5	7.7	14.6	26.4	24.6	107.1	2,128,478	459,396	211,792	357,665	66,315	444,952	60,615
Multnomah	591.4	.2332	34.5	9.7	17.8	23.9	25.2	244.8	5,366,436	861,179	813,149	712,341	395,458	910,260	115,389
Gresham	69.1	.0272	32.4	9.7	17.2	24.3	21.3	26.0	478,413	69,644	58,104	82,170	16,006	135,831	16,142
• Portland	443.0	.1747	34.9	9.9	18.2	23.8	26.0	189.4	3,675,004	579,765	574,223	474,744	288,176	543,662	80,368
Washington	328.5	.1295	33.0	8.7	17.8	25.2	21.2	125.4	3,392,408	537,996	298,322	703,795	198,676	736,322	61,324
Beaverton	56.2	.0222	32.1	9.6	21.3	24.8	19.1	23.3	1,018,492	132,120	97,103	138,039	75,832	320,622	17,327
Yamhill	67.9	.0268	33.1	9.6	14.7	22.1	25.1	23.2	399,554	99,193	42,201	28,646	17,154	120,935	12,921
SUBURBAN TOTAL	833.5	.3287	33.9	8.5	16.3	25.2	23.0	311.1	7,611,872	1,377,999	791,241	1,327,703	389,427	1,668,807	169,881
PORTLAND-VANCOUVER CONSOLIDATED AREA	***1,526.7***	***.6020***	***34.1***	***8.9***	***16.9***	***24.6***	***23.8***	***593.3***	***12,679,335***	***2,361,770***	***1,536,431***	***1,997,965***	***737,665***	***2,459,025***	***326,152***
SALEM	**286.4**	**.1129**	**34.2**	**9.6**	**15.1**	**22.0**	**26.8**	**104.6**	**1,928,316**	**409,698**	**216,166**	**251,183**	**88,314**	**373,363**	**90,314**
Marion	234.9	.0926	34.1	9.3	15.6	22.0	26.6	85.7	1,760,089	342,213	193,716	246,887	83,901	349,562	76,118
• Salem	110.8	.0437	33.8	10.5	17.4	22.3	25.5	42.0	1,208,306	163,429	133,836	204,999	75,449	258,246	45,852
Polk	51.5	.0203	34.7	10.9	12.9	21.9	27.7	18.9	168,227	67,485	22,450	4,296	4,413	23,801	14,196
SUBURBAN TOTAL	175.6	.0692	34.6	8.9	13.7	21.7	27.6	62.6	720,010	246,269	82,330	46,184	12,865	115,117	44,462
OTHER COUNTIES															
Baker	15.2	.0060	38.7	5.8	12.7	20.6	34.7	6.1	78,103	23,554	8,262	3,421	2,164	15,577	3,021
Benton	72.2	.0284	29.6	20.3	15.5	21.6	20.0	26.7	394,033	92,561	55,502	42,121	21,591	60,427	19,366
Corvallis	45.7	.0180	26.6	28.5	16.8	18.2	17.6	17.1	367,274	88,495	49,582	39,957	21,287	58,515	16,794
Clatsop	33.9	.0133	36.4	7.8	14.1	22.3	30.0	13.6	274,772	75,424	52,449	5,333	8,942	32,111	19,803
Columbia	38.7	.0153	35.2	7.0	13.8	24.4	25.0	14.3	148,507	48,399	17,422	663	6,318	13,735	18,140
Coos	61.3	.0241	38.1	6.8	12.3	21.7	33.1	24.6	471,657	93,555	48,560	71,872	13,168	95,833	25,113
Crook	14.5	.0058	36.2	7.5	13.3	21.3	30.5	5.6	61,938	23,385	4,762	1,187	1,835	8,595	3,815
Curry	20.2	.0079	44.1	4.9	11.0	20.3	42.9	8.7	141,504	46,125	14,800	2,839	7,005	16,028	14,534
Deschutes	78.0	.0208	36.3	7.1	14.6	24.7	27.7	30.5	725,971	164,979	80,709	65,287	33,879	149,401	40,242
Douglas	96.1	.0379	36.5	7.3	13.3	21.8	30.6	36.5	666,391	137,942	79,015	91,071	19,955	88,776	36,837
Gilliam	1.7	.0006	38.4	4.5	13.7	19.2	35.7	.7	7,208	1,975	1,317			1,180	177
Grant	7.9	.0032	37.0	6.0	13.6	22.9	30.3	3.2	43,093	16,981	2,867	819	579	6,829	3,444
Harney	7.2	.0028	36.1	6.0	14.1	22.2	29.6	2.9	50,712	16,883	4,400	1,273	686	7,329	732
Hood River	17.2	.0068	34.5	7.5	15.9	22.2	26.9	6.6	123,509	39,024	17,507	5,144	3,452	19,962	6,208
Jefferson	14.0	.0055	31.8	8.2	14.9	19.5	25.9	4.9	68,913	22,882	8,283	3,388	199	17,364	2,216
Josephine	64.9	.0256	40.1	6.2	11.7	21.9	36.0	26.1	464,553	95,781	46,790	38,421	21,634	104,880	30,830
Klamath	58.4	.0230	35.4	9.1	13.6	21.9	28.7	22.6	403,600	93,237	39,191	53,600	23,569	64,792	22,645
Lake	7.2	.0028	36.6	5.6	13.5	21.7	30.8	2.8	44,224	14,835	4,845	938	236	9,568	3,353
Lincoln	40.3	.0159	40.1	5.6	12.4	22.6	36.1	17.0	364,841	108,219	57,974	41,763	11,297	36,784	16,488
Linn	92.2	.0364	35.3	8.4	14.3	22.0	28.4	35.1	595,523	116,764	64,652	87,394	15,813	119,908	31,106
Malheur	25.9	.0102	34.1	8.0	12.3	19.1	29.9	9.3	227,181	54,234	23,820	21,833	9,043	38,287	8,121
Morrow	7.4	.0029	33.8	7.1	13.9	21.7	26.7	2.8	19,687	7,879	1,183		232	1,271	1,173
Sherman	1.9	.0008	37.8	3.7	13.8	20.5	33.9	.8	10,841	181	3,320	70		114	
Tillamook	21.9	.0086	40.9	5.5	12.0	20.6	38.2	9.0	120,167	39,721	20,524	3,651	2,883	14,561	5,678
Umatilla	59.7	.0235	33.6	9.1	14.8	21.1	26.9	22.1	409,339	99,583	47,541	22,821	18,169	96,137	27,052
Union	23.6	.0093	34.5	10.1	12.8	22.2	27.1	9.1	135,782	30,632	20,118	2,296	5,138	19,783	16,119
Wallowa	6.9	.0028	38.7	5.1	12.3	22.3	33.6	2.8	41,101	14,672	3,385	265	209	12,420	858
Wasco	21.6	.0085	37.3	6.3	12.9	22.1	31.6	8.6	210,441	34,122	19,282	35,106	3,655	61,920	11,938
Wheeler	1.4	.0005	43.9	4.9	9.5	22.1	41.1	.6	5,065	402	576	127	52	2,319	
TOTAL METRO COUNTIES	**2,001.4**	**.7892**	**34.5**	**9.3**	**16.1**	**24.0**	**25.2**	**777.0**	**16,970,223**	**3,066,461**	**1,971,961**	**2,409,789**	**914,244**	**3,361,202**	**461,400**
TOTAL STATE	**2,912.8**	**1.1484**	**35.0**	**9.0**	**15.3**	**23.5**	**26.6**	**1,130.6**	**23,262,179**	**4,582,412**	**2,721,017**	**3,102,492**	**1,145,947**	**4,477,343**	**520,429**



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EFFECTIVE BUYING INCOME

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
EUGENE-SPRINGFIELD	**3,681,104**	**27,136**	**20.6**	**28.9**	**18.7**	**17.0**	**.1093**
Lane	3,681,104	27,136	20.6	28.9	18.7	17.0	.1093
• Eugene	1,600,256	27,133	19.9	25.5	17.9	19.5	.0539
• Springfield	481,829	23,984	24.7	33.2	17.2	9.6	.0158
SUBURBAN TOTAL	1,599,019	28,447	19.6	30.7	20.2	17.3	.0396
MEDFORD	**1,895,855**	**26,379**	**22.1**	**29.2**	**19.2**	**14.8**	**.0619**
Jackson	1,895,855	26,379	22.1	29.2	19.2	14.8	.0619
• Medford	663,911	27,020	20.8	28.0	18.9	16.9	.0265
SUBURBAN TOTAL	1,231,944	26,087	22.8	29.6	19.4	13.8	.0354
PORTLAND	**19,687,214**	**32,961**	**16.3**	**27.2**	**21.5**	**24.9**	**.5507**
Clackamas	4,685,785	37,281	13.4	25.3	22.9	30.9	.1208
Multnomah	8,668,590	28,997	19.2	28.3	20.1	19.3	.2513
Gresham	932,198	33,846	16.3	27.2	25.2	22.8	.0261
• Portland	6,510,246	27,649	20.2	28.6	18.7	18.2	.1828
Washington	5,422,202	37,739	12.8	26.1	23.0	31.5	.1545
Beaverton	969,769	36,460	13.7	27.8	22.7	29.7	.0342
Yamhill	910,637	30,899	18.0	28.5	21.6	21.1	.0241
SUBURBAN TOTAL	13,176,968	36,322	13.9	26.3	23.2	29.0	.3679
PORTLAND-VANCOUVER CONSOLIDATED AREA	***23,317,789***	***33,145***	***16.2***	***26.9***	***21.7***	***25.1***	***.6420***
SALEM	**3,630,206**	**28,947**	**19.2**	**29.6**	**20.9**	**18.2**	**.1030**
Marion	3,031,304	29,679	18.7	29.5	21.4	18.9	.0882
• Salem	1,470,924	28,232	19.8	28.7	19.3	18.8	.0484
Polk	598,902	25,694	21.9	29.7	18.9	14.7	.0148
SUBURBAN TOTAL	2,159,282	29,409	18.9	30.1	22.1	17.7	.0546
OTHER COUNTIES							
Baker	176,308	24,912	22.2	31.0	19.0	11.0	.0048
Benton	954,916	29,032	18.5	24.9	18.4	22.3	.0250
Corvallis	557,717	25,209	19.9	22.9	16.5	19.2	.0171
Clatsop	413,665	25,644	23.0	27.1	18.7	15.3	.0127
Columbia	508,248	31,409	18.1	26.7	22.2	22.2	.0122
Coos	714,033	24,401	24.4	28.9	18.3	12.0	.0222
Crook	159,909	25,160	22.6	34.1	17.3	11.5	.0043
Curry	251,852	24,087	26.2	31.1	16.0	11.9	.0073
Deschutes	1,094,277	30,259	19.0	30.3	20.8	20.0	.0328
Douglas	1,062,934	25,180	22.7	32.5	18.2	11.7	.0325
Gilliam	20,838	25,329	23.2	32.3	20.4	10.7	.0005
Grant	96,000	26,691	20.4	31.8	21.3	11.8	.0027
Harney	88,824	25,664	22.6	31.0	19.0	14.1	.0026
Hood River	211,709	27,715	20.5	30.5	17.9	17.8	.0062
Jefferson	147,515	25,963	22.4	31.6	19.0	13.1	.0041
Josephine	718,145	22,591	26.0	29.1	15.5	10.9	.0226
Klamath	679,965	25,429	22.8	29.2	19.0	13.2	.0203
Lake	81,234	25,363	23.9	31.9	16.4	12.5	.0024
Lincoln	500,805	24,795	24.2	29.8	17.1	14.0	.0158
Linn	1,107,764	27,570	21.0	29.7	20.5	15.5	.0320
Malheur	270,297	23,053	25.2	28.9	15.8	12.2	.0095
Morrow	87,791	27,586	21.0	30.7	19.8	15.2	.0020
Sherman	23,584	24,217	24.5	30.7	16.3	11.8	.0006
Tillamook	258,972	23,513	26.3	31.0	15.9	11.6	.0072
Umatilla	675,143	24,477	23.4	30.8	17.3	12.4	.0205
Union	265,773	24,851	22.7	28.5	19.1	12.4	.0077
Wallowa	76,884	23,349	26.3	29.7	17.4	10.5	.0023
Wasco	281,155	26,953	22.3	28.2	18.8	16.7	.0089
Wheeler	13,129	16,309	33.2	22.5	11.2	6.0	.0004
TOTAL METRO COUNTIES	**28,894,379**	**30,967**	**17.8**	**27.8**	**20.9**	**22.1**	**.8249**
TOTAL STATE	**35,836,051**	**29,300**	**19.2**	**28.4**	**20.1**	**19.8**	**1.1470**

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PORTLAND, OREGON

THE NATION'S #3 TEST MARKET

Instead, let us start you off with a full-color, full-page ad in The Sunday Oregonian. Next, we'll slip your sample, along with the newspaper, into a personalized, recyclable bag. Then we'll deliver the package to nearly 300,000 households in the nation's #3 test market.* While you're still counting the cash you've saved over direct mail, we'll hit 590,000 metro area households with your full-color, half page ad in FOODday, The Oregonian's mid-week Total Market Coverage publication. All for less than the cost of direct mail.**

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The Oregonian

The Sunday Oregonian
TRIAL FREE SIZE

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Circle No. 198 on Reader Service Card

Pennsylvania

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.**	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	House-holds (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN-BETHLEHEM-EASTON	**701.0**	**.2764**	**35.9**	**9.5**	**15.9**	**21.7**	**29.6**	**265.6**	**5,067,637**	**1,135,355**	**429,125**	**542,924**	**208,408**	**1,044,491**	**196,988**
Carbon	58.0	.0228	38.0	8.1	14.6	20.1	34.2	22.5	242,524	68,975	23,046	7,189	7,751	60,329	13,371
Lehigh	296.4	.1169	36.2	9.0	16.3	21.8	30.1	115.1	2,724,295	504,809	229,847	378,925	134,986	517,864	99,191
• Allentown	107.0	.0422	34.5	11.0	18.2	18.5	[illegible]	43.6	1,089,330	242,174	103,085	99,978	39,365	275,377	45,814
Northampton	253.7	.1001	35.5	10.6	15.3	21.6	29.1	93.5	1,377,810	398,301	128,108	110,752	42,301	311,575	54,632
• Bethlehem	73.1	.0289	34.6	14.7	16.1	18.6	30.7	28.0	449,266	135,070	49,235	28,616	27,949	73,849	21,592
• Easton	26.9	.0106	30.9	16.2	17.4	17.5	25.8	9.7	256,399	99,275	23,997	6,246	20,849	42,290	10,397
Warren, N.J.	*92.9*	*.0366*	*34.8*	*8.6*	*16.7*	*23.1*	*26.6*	*34.5*	*723,008*	*163,270*	*48,124*	*46,058*	*23,370*	*134,723*	*29,794*
SUBURBAN TOTAL	493.8	.1947	36.6	8.0	15.4	23.2	29.5	184.3	3,312,442	668,886	252,808	408,082	125,245	703,075	119,185
ALTOONA	**130.2**	**.0513**	**36.8**	**8.8**	**14.0**	**20.8**	**31.9**	**50.3**	**967,197**	**246,664**	**80,789**	**137,495**	**56,105**	**201,293**	**42,708**
Blair	130.2	.0513	36.8	8.8	14.0	20.8	31.9	50.3	967,197	246,664	80,789	137,495	56,105	201,293	42,708
• Altoona	51.8	.0204	36.5	9.2	14.3	19.3	32.8	20.8	517,529	132,834	45,635	79,375	32,396	108,810	21,655
SUBURBAN TOTAL	78.4	.0309	36.9	8.5	13.9	21.5	31.4	29.5	449,668	113,830	35,154	58,120	23,709	92,483	21,053
BEAVER COUNTY	**184.2**	**.0726**	**37.6**	**8.1**	**14.6**	**20.4**	**33.4**	**71.5**	**918,288**	**248,925**	**80,900**	**159,806**	**38,432**	**156,205**	**48,678**
Beaver	184.2	.0726	37.6	8.1	14.6	20.4	33.4	71.5	918,288	248,925	80,900	159,806	38,432	156,205	48,678
SUBURBAN TOTAL	184.2	.0726	37.6	8.1	14.6	20.4	33.4	71.5	918,288	248,925	80,900	159,806	38,432	156,205	48,678
ERIE	**275.4**	**.1086**	**33.3**	**11.4**	**15.1**	**20.4**	**27.1**	**101.7**	**1,788,155**	**420,105**	**182,161**	**240,886**	**101,126**	**355,544**	**96,657**
Erie	275.4	.1086	33.3	11.4	15.1	20.4	27.1	101.7	1,788,155	420,105	182,161	240,886	101,126	355,544	96,657
• Erie	108.6	.0428	33.0	13.6	16.1	18.1	28.7	42.1	716,681	207,631	81,733	63,464	35,553	129,495	39,858
Millcreek Township	46.0	.0181	36.4	8.2	13.5	23.1	29.2	18.8	356,037	62,236	47,902	135,640	32,189	108,332	33,294
SUBURBAN TOTAL	166.8	.0658	33.6	11.2	14.3	21.9	26.0	59.6	1,071,474	212,474	100,428	177,422	65,573	226,049	56,799
HARRISBURG-LEBANON-CARLISLE	**598.0**	**.2359**	**35.3**	**10.1**	**15.9**	**22.2**	**28.2**	**230.0**	**4,927,231**	**886,308**	**397,478**	**536,542**	**219,252**	**1,204,249**	**164,573**
Cumberland	200.4	.0790	35.2	12.2	15.3	22.6	27.7	75.2	1,901,051	335,469	155,502	243,391	72,512	327,483	62,180
• Carlisle	18.9	.0075	34.3	18.9	21.7	18.7	30.4	7.4	382,886	74,700	29,935	46,823	11,860	32,201	15,418
Dauphin	239.6	.0945	35.4	9.0	16.7	22.2	28.5	96.0	1,943,949	344,619	171,549	202,198	94,885	527,584	73,536
• Harrisburg	52.7	.0208	32.1	10.1	17.9	20.3	24.8	21.7	571,124	111,389	39,825	56,723	20,499	173,696	23,632
Lebanon	115.5	.0456	35.8	9.0	15.2	21.6	29.7	43.4	887,926	150,603	61,696	83,865	43,557	296,228	25,427
• Lebanon	25.1	.0099	35.1	9.7	16.6	18.5	31.5	10.6	331,187	80,571	26,691	13,475	15,845	111,142	14,951
Perry	42.5	.0168	33.8	8.7	16.1	23.7	24.4	15.4	194,305	55,617	8,731	7,088	8,298	52,954	3,430
SUBURBAN TOTAL	501.3	.1977	35.7	9.8	15.8	22.7	28.3	190.3	3,642,034	619,648	301,027	419,523	171,048	867,210	110,576

TESTING...

1·2·3 in the Allentown-Bethlehem-Easton market...

1. REACH: a self-contained market in eastern Pennsylvania with a solid profile — the A-B-E market: 72nd in total population, 692,000; 71st in total EBI, $9.9 billion+, and 72nd in HH with EBIs of $50,000+. The Morning Call's 80 percent home-delivered circulation in the greater Lehigh Valley puts you within reach of 285,000+ daily readers and more than 394,000 on Sunday.

2. AFFORDABILITY: No other newspaper offers complete dominance of the A-B-E market. The Morning Call's rates are set to help you maximize your test market dollars. Low CPMs, A/B split run, Newsplan and packaged goods rate availability make your buy easy and cost efficient.

3. CHOICE: The Morning Call's Sunday format allows you to target your audience in sections specific to your advertising needs: A complete Food section, an in-depth Arts & Travel section and a Real Estate/Home section, devoted entirely to real estate offerings and features.

AND 4

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Represented nationally by Newspapers First.
Source: S & MM's Survey of Buying Power 1991

THE MORNING CALL
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Circle No. 200 on Reader Service Card

POPULATION

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
JOHNSTOWN	**238.2**	**.0939**	**37.6**	**8.6**	**13.6**	**20.3**	**33.5**	**90.8**
Cambria	160.4	.0632	38.0	8.9	13.3	20.3	34.1	61.3
• Johnstown	27.7	.0109	40.3	8.4	13.2	17.4	39.0	12.4
Somerset	77.8	.0307	36.8	7.9	14.3	20.5	32.2	29.5
SUBURBAN TOTAL	210.5	.0830	37.3	8.6	13.7	20.8	32.7	78.4
LANCASTER	**437.6**	**.1725**	**33.2**	**10.2**	**15.9**	**20.9**	**26.3**	**156.4**
Lancaster	437.6	.1725	33.2	10.2	15.9	20.9	26.3	156.4
• Lancaster	57.4	.0226	30.4	10.7	18.3	18.3	23.2	21.9
SUBURBAN TOTAL	380.2	.1499	33.7	9.7	15.7	21.2	26.7	134.5
PHILADELPHIA	**4,924.1**	**1.9415**	**34.1**	**10.1**	**16.7**	**21.3**	**27.2**	**1,802.3**
Bucks	557.6	.2199	34.1	8.8	16.9	23.8	24.7	196.6
Bensalem Township	58.5	.0231	33.8	9.5	20.1	23.5	20.0	21.7
Bristol Township	58.9	.0232	32.3	9.5	18.4	20.5	24.4	19.8
Middletown Township	44.4	.0175	33.5	8.5	17.3	23.8	23.6	13.0
Chester	392.4	.1547	34.2	9.6	16.5	24.3	24.4	139.1
Delaware	551.4	.2174	35.0	10.3	16.3	20.4	29.7	203.2
Chester	42.2	.0166	30.4	11.3	15.7	17.6	25.7	14.7
Haverford Township	50.2	.0198	37.2	9.8	14.6	21.3	32.1	17.9
Upper Darby Township	81.8	.0323	34.2	9.2	19.3	19.0	29.5	33.0
Montgomery	687.5	.2711	36.3	8.6	16.6	22.2	29.9	259.5
Abington Township	57.1	.0225	39.1	7.4	14.7	20.3	35.2	21.9
Lower Merion Township	58.8	.0232	40.8	10.1	10.9	23.6	35.8	22.9
• Norristown	31.1	.0123	33.3	9.8	20.0	16.9	28.1	12.5
Philadelphia	1,584.2	.6246	33.6	11.3	16.9	19.0	28.6	601.8
• Philadelphia	1,584.2	.6246	33.6	11.3	16.9	19.0	28.6	601.8
Burlington, N. J.	*403.8*	*.1592*	*33.4*	*10.3*	*17.4*	*22.7*	*24.5*	*139.6*
Camden, N. J.	*511.7*	*.2018*	*33.1*	*9.4*	*17.3*	*21.5*	*25.1*	*181.8*
• Camden	*89.1*	*.0351*	*26.2*	*12.1*	*16.8*	*17.0*	*18.2*	*27.0*
Cherry Hill Township	*70.6*	*.0278*	*38.9*	*7.9*	*13.2*	*23.9*	*32.4*	*24.9*
Gloucester Township	*54.7*	*.0216*	*31.7*	*9.3*	*19.0*	*24.0*	*19.7*	*18.9*
Gloucester, N. J.	*235.5*	*.0928*	*32.7*	*9.9*	*17.1*	*22.3*	*23.3*	*80.7*
Washington Township	*43.0*	*.0170*	*31.3*	*8.9*	*16.3*	*27.2*	*16.7*	*13.5*
SUBURBAN TOTAL	3,219.7	1.2695	34.6	9.4	16.7	22.6	26.8	1,161.2

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
JOHNSTOWN	**1,313,957**	**337,964**	**112,797**	**129,474**	**52,760**	**289,075**	**72,867**
Cambria	912,827	244,239	77,365	103,370	37,482	174,638	55,197
• Johnstown	239,190	76,620	27,341	16,138	13,010	45,376	11,914
Somerset	403,130	93,725	35,432	26,104	15,278	114,437	17,670
SUBURBAN TOTAL	1,076,767	261,344	90,456	113,336	39,750	243,699	60,953
LANCASTER	**3,181,507**	**720,713**	**300,045**	**248,794**	**206,779**	**727,131**	**111,534**
Lancaster	3,181,507	720,713	300,045	248,794	206,779	727,131	111,534
• Lancaster	652,432	67,539	50,781	128,430	49,312	114,648	28,011
SUBURBAN TOTAL	2,529,075	653,174	249,264	120,364	157,467	612,483	83,523
PHILADELPHIA	**35,120,446**	**7,708,966**	**3,107,033**	**3,999,091**	**1,693,050**	**7,329,641**	**1,480,456**
Bucks	4,958,338	1,051,510	360,178	569,658	225,347	1,273,802	141,055
Bensalem Township	718,980	161,192	55,386	165,184	32,106	118,634	15,622
Bristol Township	232,090	63,123	22,755	3,546	12,930	38,492	19,733
Middletown Township	372,484	28,496	24,016	93,649	26,721	78,821	13,106
Chester	2,546,075	516,874	228,314	156,130	142,229	750,040	85,309
Delaware	4,056,706	895,039	339,749	367,412	204,961	760,738	168,475
Chester	127,852	32,018	12,356	1,475	2,208	36,794	5,960
Haverford Township	198,831	40,592	19,564	15,036	12,941	35,460	7,095
Upper Darby Township	398,724	161,606	33,789	4,739	20,192	47,081	40,537
Montgomery	7,079,937	1,397,551	522,485	1,005,868	377,899	1,483,969	239,479
Abington Township	636,315	137,549	32,048	129,922	25,513	186,868	27,485
Lower Merion Township	918,290	159,751	35,911	47,042	42,486	249,191	28,250
• Norristown	236,737	38,681	15,198	11,982	7,895	68,155	14,195
Philadelphia	7,451,387	1,826,320	972,845	837,029	284,502	992,815	466,234
• Philadelphia	7,451,387	1,826,320	972,845	837,029	284,502	992,815	466,234
Burlington, N. J.	*3,484,868*	*832,813*	*244,672*	*379,851*	*128,968*	*1,086,401*	*106,080*
Camden, N. J.	*3,682,068*	*907,656*	*309,787*	*418,791*	*251,437*	*503,096*	*165,608*
• Camden	*180,123*	*30,299*	*24,301*	*4,035*	*2,508*	*8,433*	*17,386*
Cherry Hill Township	*1,206,081*	*210,313*	*91,102*	*197,321*	*97,577*	*241,934*	*29,831*
Gloucester Township	*173,946*	*105,449*	*8,979*	*6,288*	*3,617*	*2,421*	*2,815*
Gloucester, N. J.	*1,861,067*	*381,204*	*129,003*	*264,352*	*77,707*	*478,780*	*58,216*
Washington Township	*304,183*	*64,471*	*21,665*	*12,736*	*8,377*	*128,000*	*9,618*
SUBURBAN TOTAL	27,232,197	5,753,666	2,094,689	3,144,025	1,397,845	6,263,016	932,441

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Our national advertiser rates are a lot closer to our local rates than you expect. And we help you reach the entire metro market with one of the lowest CPMs, because you can reach up to 85 percent of metro Harrisburg's mainstream adults in a single issue. Want to know more? Call Bob Cobaugh, our national advertising manager, at (717) 255-8203. He'll treat you like you were a Harrisburger yourself.

The Patriot-News

Harrisburg, Pa. It's a buyer's market.

A Newhouse Newspaper

Circle No. 201 on Reader Service Card

PA. (cont.)

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	House-holds (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Auto-motive ($000)	Drug ($000)
PHILADELPHIA-WILMINGTON-TRENTON CONSOLIDATED AREA	***5,986.2***	***2.3602***	***34.0***	***10.2***	***16.9***	***21.4***	***26.9***	***2,185.9***	***40,684,306***	***9,416,744***	***3,806,153***	***5,011,868***	***2,126,613***	***9,295,696***	***1,761,711***
PITTSBURGH	**2,037.9**	**.8035**	**37.5**	**9.0**	**15.2**	**21.1**	**32.8**	**815.1**	**13,998,841**	**2,970,470**	**1,344,016**	**1,774,971**	**661,704**	**2,910,100**	**598,048**
Allegheny	1,323.1	.5217	37.3	9.3	15.9	20.9	32.7	537.7	9,205,579	1,813,904	987,464	1,314,897	465,269	1,927,529	419,102
• McKeesport	25.8	.0102	39.2	8.5	13.6	17.2	38.1	10.5	142,323	46,066	12,880	12,304	5,415	24,920	9,560
Penn Hills Township	50.9	.0201	38.2	8.2	15.1	21.7	33.4	19.7	208,651	80,472	21,638	17,763	6,484	24,607	13,891
• Pittsburgh	366.2	.1444	35.1	13.5	16.4	18.3	31.8	152.4	2,699,400	572,756	375,344	294,054	120,617	494,462	128,302
Fayette	143.9	.0567	37.5	8.5	13.6	20.4	33.3	55.7	959,179	294,660	73,358	115,807	32,240	151,201	35,048
Washington	202.9	.0800	38.0	8.9	13.8	21.5	33.2	78.0	1,181,695	335,213	87,868	91,135	49,973	300,532	39,475
Westmoreland	368.0	.1451	38.2	8.2	14.2	21.8	33.2	143.7	2,251,988	526,693	195,326	253,132	104,222	530,838	104,423
Hempfield Township	42.4	.0167	37.7	8.3	14.4	24.3	30.4	15.5	296,861	2,430	13,018	101,986	11,815	109,892	8,324
SUBURBAN TOTAL	1,645.9	.6489	38.0	8.1	15.0	21.7	33.0	652.2	10,756,718	2,351,648	955,792	1,468,613	525,672	2,390,718	460,186
PITTSBURGH-BEAVER VALLEY CONSOLIDATED AREA	***2,222.1***	***.8761***	***37.5***	***9.0***	***15.2***	***21.0***	***32.9***	***886.6***	***14,516,729***	***3,219,395***	***1,424,916***	***1,934,777***	***690,136***	***3,066,303***	***646,726***
READING	**342.8**	**.1352**	**35.9**	**9.6**	**15.5**	**21.0**	**30.4**	**130.0**	**2,548,238**	**511,291**	**232,967**	**316,687**	**135,623**	**472,028**	**79,709**
Berks	342.8	.1352	35.9	9.6	15.5	21.0	30.4	130.0	2,548,238	511,291	232,967	316,687	135,623	472,028	79,709
• Reading	79.8	.0315	32.7	11.5	16.7	16.9	29.2	32.0	556,710	126,283	62,862	5,415	23,649	128,878	20,774
SUBURBAN TOTAL	263.0	.1037	36.9	9.0	15.2	22.3	30.6	98.0	1,991,528	385,008	170,105	311,272	111,974	343,150	58,935
SCRANTON-WILKES-BARRE	**739.5**	**.2915**	**37.4**	**10.0**	**14.1**	**20.3**	**33.2**	**283.1**	**5,268,973**	**1,156,057**	**457,779**	**689,292**	**218,330**	**942,211**	**247,765**
Columbia	63.5	.0250	34.7	14.8	13.6	19.8	29.8	23.6	412,604	78,231	39,240	47,884	12,443	82,862	16,865
Lackawanna	218.3	.0861	38.2	9.7	13.7	19.6	34.9	84.5	1,643,765	373,024	151,234	242,955	56,863	284,222	97,574
• Scranton	81.5	.0321	37.9	11.3	13.9	17.5	36.2	32.7	752,619	153,280	56,147	134,348	23,389	132,274	41,943
Luzerne	327.2	.1290	38.8	9.2	13.9	20.0	35.4	128.5	2,186,878	470,984	181,968	296,066	105,432	395,768	100,762
• Hazleton	24.7	.0097	41.4	8.6	13.6	17.7	40.0	10.6	243,609	61,182	16,771	56,498	12,060	35,962	12,356
• Wilkes-Barre	47.4	.0187	37.7	12.4	13.7	17.4	36.1	19.5	562,947	94,917	44,798	123,981	41,246	48,342	23,305
Monroe	101.8	.0401	34.3	9.8	16.1	22.4	26.6	36.2	897,617	205,325	74,575	93,510	39,550	149,609	27,739
Wyoming	28.7	.0113	33.5	10.0	14.6	22.6	25.2	10.3	128,109	28,493	10,762	8,877	4,042	29,730	4,825
SUBURBAN TOTAL	585.9	.2310	37.2	9.6	14.2	21.0	32.3	220.3	3,709,898	846,678	340,063	354,465	141,635	725,633	170,161
SHARON	**119.9**	**.0473**	**37.0**	**9.9**	**13.7**	**20.1**	**32.7**	**45.3**	**699,910**	**162,762**	**63,677**	**82,876**	**38,162**	**163,284**	**34,994**
Mercer	119.9	.0473	37.0	9.9	13.7	20.1	32.7	45.3	699,910	162,762	63,677	82,876	38,162	163,284	34,994
• Sharon	17.3	.0068	37.1	8.8	14.6	18.7	34.2	7.1	181,399	21,249	11,031	45,647	15,337	40,186	4,502
SUBURBAN TOTAL	102.6	.0405	37.0	10.1	13.5	20.4	32.5	38.2	518,511	141,513	52,646	37,229	22,825	123,098	30,492
STATE COLLEGE	**126.0**	**.0497**	**27.4**	**27.6**	**16.2**	**17.8**	**19.8**	**43.3**	**813,758**	**141,567**	**93,710**	**99,866**	**47,302**	**150,978**	**31,973**
Centre	126.0	.0497	27.4	27.6	16.2	17.8	19.8	43.3	813,758	141,567	93,710	99,866	47,302	150,978	31,973
• State College	39.6	.0156	22.7	65.0	12.1	7.3	9.0	11.1	449,204	79,693	57,000	91,516	25,258	79,155	14,043
SUBURBAN TOTAL	86.4	.0341	33.6	10.4	18.1	22.6	24.8	32.2	364,554	61,874	36,710	8,350	22,044	71,823	17,930
WILLIAMSPORT	**120.0**	**.0473**	**35.3**	**9.4**	**15.0**	**21.0**	**29.5**	**45.6**	**867,624**	**200,041**	**63,954**	**94,189**	**38,039**	**186,807**	**33,674**
Lycoming	120.0	.0473	35.3	9.4	15.0	21.0	29.5	45.6	867,624	200,041	63,954	94,189	38,039	186,807	33,674
• Williamsport	32.2	.0127	31.9	14.0	16.0	17.9	27.2	12.7	348,757	93,402	20,347	27,668	20,102	62,108	11,444
SUBURBAN TOTAL	87.8	.0346	36.5	7.8	14.6	22.2	30.3	32.9	518,867	106,639	43,607	66,521	17,937	124,699	22,230
YORK	**427.7**	**.1687**	**34.8**	**9.5**	**16.3**	**22.6**	**27.1**	**160.1**	**3,063,336**	**618,595**	**247,186**	**293,247**	**119,335**	**595,878**	**90,572**
Adams	80.9	.0319	34.0	10.8	15.6	21.2	27.2	28.9	340,495	95,493	52,797	20,021	15,347	80,167	10,398
York	346.8	.1368	35.0	9.2	16.4	22.9	27.1	131.2	2,722,841	523,102	194,389	273,226	103,988	515,711	80,174
• York	43.1	.0170	31.5	11.7	18.1	18.4	23.3	17.3	312,369	44,327	34,431	16,283	15,413	70,736	14,546
SUBURBAN TOTAL	384.6	.1517	35.2	9.2	16.1	23.1	27.3	142.8	2,750,967	574,268	212,755	276,964	103,922	525,142	76,026

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POPULATION

S&MM ESTIMATES 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
OTHER COUNTIES								
Armstrong	73.0	.0288	37.2	8.1	14.5	20.4	32.7	28.2
Bedford	48.3	.0190	36.2	8.6	14.4	20.6	31.2	18.2
Bradford	61.4	.0242	35.1	8.0	14.5	21.1	29.1	22.7
Butler	153.5	.0605	34.4	10.5	15.4	22.0	27.1	56.0
Cameron	5.9	.0024	37.6	7.5	13.1	19.8	34.0	2.4
Clarion	41.5	.0164	32.8	16.2	13.5	18.8	28.1	15.0
Clearfield	77.4	.0305	36.2	8.5	14.4	20.3	31.5	29.6
Clinton	37.2	.0147	35.5	12.9	13.0	19.6	31.1	13.8
Crawford	85.5	.0337	35.2	10.1	13.6	20.9	29.4	32.0
Elk	34.4	.0136	35.9	8.1	14.8	19.6	31.7	13.0
Forest	4.8	.0019	41.2	7.0	11.1	20.2	38.3	1.9
Franklin	122.9	.0484	35.6	9.5	15.1	21.6	29.2	46.5
Fulton	14.2	.0056	34.5	8.9	14.9	20.9	25.5	5.3
Greene	39.3	.0155	35.7	9.5	13.6	21.4	29.7	14.6
Huntingdon	44.4	.0175	34.9	11.3	15.2	21.7	28.2	15.7
Indiana	89.7	.0354	32.3	16.7	13.4	19.6	26.7	31.7
Jefferson	45.8	.0181	36.4	8.1	14.4	19.6	32.5	17.5
Juniata	20.9	.0082	35.1	8.9	15.1	20.7	29.4	7.8
Lawrence	95.2	.0375	37.9	8.8	13.3	20.1	34.2	36.0
McKean	46.3	.0182	36.5	8.6	14.3	20.3	31.8	17.5
Mifflin	46.3	.0183	36.5	9.0	14.2	20.6	31.2	17.8
Montour	17.7	.0069	35.8	8.1	16.2	20.3	30.9	6.5
Northumberland	96.5	.0380	38.4	8.0	13.8	20.1	34.7	38.7
Pike	31.1	.0122	36.3	6.2	16.2	21.1	31.0	11.7
Potter	16.8	.0067	36.2	7.4	13.3	20.3	31.4	6.2
Schuylkill	152.5	.0601	39.1	8.3	13.7	19.8	36.0	60.4
Snyder	37.3	.0147	33.0	12.4	15.1	20.8	26.2	13.0
Sullivan	6.1	.0024	38.6	9.2	12.9	17.8	36.8	2.3
Susquehanna	41.3	.0163	35.4	7.6	14.9	21.0	29.6	15.2
Tioga	41.1	.0162	34.8	11.4	13.3	20.0	29.9	15.0
Union	36.6	.0144	32.8	15.6	14.2	21.2	25.8	11.9
Venango	58.3	.0230	36.3	7.5	14.5	21.4	30.6	22.0
Warren	44.7	.0176	36.8	7.6	14.4	21.6	31.2	17.2
Wayne	41.6	.0164	36.9	7.9	14.2	20.9	31.8	15.2
TOTAL METRO COUNTIES	**10,158.6**	**4.0055**	**35.5**	**10.0**	**15.8**	**21.0**	**29.7**	**3,854.5**
TOTAL STATE	**11,968.1**	**4.7188**	**35.5**	**9.9**	**15.6**	**21.0**	**29.8**	**4,533.0**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES							
Armstrong	318,574	84,006	24,095	34,254	10,174	70,568	14,010
Bedford	339,153	50,769	33,926	13,619	12,389	71,613	11,897
Bradford	364,104	71,271	22,764	29,622	8,451	111,804	15,670
Butler	919,148	205,403	78,182	125,680	45,749	190,562	26,494
Cameron	27,995	9,529	2,621	546	691	5,203	1,289
Clarion	207,354	59,830	18,077	17,715	6,818	38,109	11,082
Clearfield	573,879	153,271	37,950	47,613	18,601	131,599	19,014
Clinton	281,929	64,242	17,388	20,873	10,391	88,366	10,727
Crawford	462,156	84,190	45,644	54,752	20,462	99,820	22,119
Elk	167,869	49,168	12,908	11,633	7,585	25,736	10,569
Forest	14,412	4,502	1,623	536	111	2,485	
Franklin	729,469	158,535	64,358	87,868	29,200	149,280	32,711
Fulton	51,505	9,261	3,623	832	1,248	13,975	3,511
Greene	166,942	53,769	12,104	9,948	4,595	47,557	9,372
Huntingdon	191,874	59,623	16,344	13,465	3,577	31,874	7,344
Indiana	530,910	139,433	45,381	68,778	19,011	134,098	21,217
Jefferson	238,684	66,185	15,218	11,282	11,844	51,067	12,667
Juniata	81,876	26,691	4,831	952	2,037	29,249	3,370
Lawrence	526,766	131,642	46,636	44,524	18,056	118,163	28,511
McKean	215,708	64,630	23,364	14,176	5,276	53,776	11,111
Mifflin	298,221	81,335	23,225	28,066	10,828	58,485	9,732
Montour	78,527	27,224	9,092	1,161	4,487	10,167	6,992
Northumberland	548,515	151,971	36,710	44,040	28,878	119,919	31,465
Pike	96,350	26,241	11,031	1,425	3,023	10,462	491
Potter	83,079	25,883	4,586	844	1,806	23,534	3,986
Schuylkill	830,934	226,509	63,802	111,256	29,012	127,104	58,617
Snyder	295,995	48,087	29,395	65,427	11,077	63,995	10,045
Sullivan	26,489	6,534	2,855	1,826	526	8,878	1,628
Susquehanna	165,120	45,719	10,327	13,371	2,473	45,000	6,511
Tioga	203,244	52,210	21,108	18,627	6,455	41,339	10,440
Union	166,033	46,009	28,164	7,689	6,284	29,429	12,335
Venango	327,190	79,490	23,905	49,168	9,847	74,34[illegible]	18,866
Warren	678,012	61,799	22,091	22,240	8,130	57,151	11,413
Wayne	337,980	88,801	25,002	19,988	12,039	57,357	12,387
TOTAL METRO COUNTIES	**70,395,687**	**15,280,841**	**6,462,031**	**8,237,088**	**3,342,925**	**14,505,915**	**2,921,498**
TOTAL STATE	**80,941,685**	**17,794,603**	**7,300,361**	**9,230,884**	**3,713,716**	**16,697,888**	**3,382,091**

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Sources: *S&MM 1992 Survey of Buying Power
†MORI Research 1989

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METRO & COUNTY TOTALS

PA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALLENTOWN–BETHLEHEM–EASTON	**10,887,253**	**35,122**	**15.2**	**25.2**	**21.8**	**28.3**	**.2847**
Carbon	735,512	28,290	19.8	30.1	19.8	17.1	.0183
Lehigh	4,767,431	35,073	15.2	25.5	21.9	28.2	.1322
• Allentown	1,461,254	28,207	19.5	29.3	20.4	17.3	.0453
Northampton	3,841,401	35,348	15.1	25.0	22.5	28.1	.0942
• Bethlehem	1,051,372	30,576	18.0	26.6	20.3	22.3	.0273
• Easton	328,743	28,234	19.8	27.4	21.6	16.6	.0108
Warren, N. J.	*1,542,909*	*40,772*	*12.5*	*21.2*	*21.8*	*36.3*	*.0400*
SUBURBAN TOTAL	8,045,884	38,131	13.5	23.8	22.6	32.4	.2013
ALTOONA	**1,585,914**	**26,044**	**22.0**	**29.0**	**18.7**	**14.7**	**.0475**
Blair	1,585,914	26,044	22.0	29.0	18.7	14.7	.0475
• Altoona	591,864	23,303	24.3	27.6	16.9	12.1	.0205
SUBURBAN TOTAL	994,050	27,942	20.4	30.0	20.0	16.5	.0270
BEAVER COUNTY	**2,292,214**	**26,666**	**21.1**	**27.8**	**18.7**	**17.0**	**.0604**
Beaver	2,292,214	26,666	21.1	27.8	18.7	17.0	.0604
SUBURBAN TOTAL	2,292,214	26,666	21.1	27.8	18.7	17.0	.0604
ERIE	**3,646,389**	**29,682**	**18.9**	**27.3**	**20.7**	**19.9**	**.1001**
Erie	3,646,389	29,682	18.9	27.3	20.7	19.9	.1001
• Erie	1,268,894	24,933	21.7	28.0	18.0	13.9	.0374
Millcreek Township	803,510	36,271	15.1	25.2	23.9	28.4	.0236
SUBURBAN TOTAL	2,377,495	33,248	16.9	26.8	22.7	24.1	.0627
HARRISBURG–LEBANON–CARLISLE	**9,336,477**	**34,835**	**14.9**	**26.7**	**22.7**	**27.0**	**.2534**
Cumberland	3,355,536	37,959	13.1	25.6	23.3	31.7	.0921
• Carlisle	279,816	29,252	20.0	27.1	17.1	23.0	.0116
Dauphin	3,796,926	34,041	15.3	26.0	22.1	26.3	.1018
• Harrisburg	633,445	23,024	22.9	26.8	15.2	14.2	.0221
Lebanon	1,629,026	32,362	16.8	28.6	22.5	22.4	.0455
• Lebanon	303,754	24,115	24.3	30.3	17.4	10.8	.0115
Perry	554,989	32,946	15.6	30.1	24.6	21.3	.0140
SUBURBAN TOTAL	8,119,462	37,074	13.3	26.4	24.1	29.5	.2082
JOHNSTOWN	**2,634,240**	**23,617**	**24.1**	**30.5**	**16.0**	**11.9**	**.0759**
Cambria	1,756,076	23,295	24.3	29.9	15.9	11.7	.0512
• Johnstown	252,005	16,296	27.8	26.0	9.4	5.5	.0095
Somerset	878,164	24,271	24.0	31.2	16.4	12.3	.0247
SUBURBAN TOTAL	2,382,235	24,760	23.6	31.1	17.1	12.9	.0664
LANCASTER	**6,576,099**	**36,372**	**14.0**	**26.0**	**24.0**	**28.4**	**.1751**
Lancaster	6,576,099	36,372	14.0	26.0	24.0	28.4	.1751
• Lancaster	663,723	24,873	22.8	28.5	18.3	13.9	.0242
SUBURBAN TOTAL	5,912,376	38,174	12.6	25.6	25.0	30.7	.1509

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PHILADELPHIA	**84,966,348**	**39,012**	**13.0**	**21.1**	**19.7**	**35.8**	**2.1056**
Bucks	10,512,840	46,731	9.1	18.9	21.8	45.2	.2664
Bensalem Township	990,996	41,258	11.1	22.6	23.7	36.4	.0297
Bristol Township	831,143	39,604	11.7	23.1	25.4	32.4	.0196
Middletown Township	803,895	50,437	6.8	15.7	23.3	50.7	.0204
Chester	8,297,170	49,334	8.7	18.0	19.1	49.2	.1841
Delaware	9,843,248	40,631	12.2	21.4	20.9	37.3	.2423
Chester	420,979	23,387	20.0	26.0	17.1	13.2	.0111
Haverford Township	1,049,012	51,551	8.2	17.1	18.7	51.9	.0213
Upper Darby Township	1,335,576	35,559	15.0	25.2	21.9	29.0	.0318
Montgomery	15,462,219	47,238	9.2	19.1	20.2	46.3	.3781
Abington Township	1,365,443	48,084	9.3	18.7	19.3	47.4	.0333
Lower Merion Township	2,372,326	66,275	6.7	12.8	12.8	62.8	.0516
• Norristown	449,344	31,619	16.5	28.3	20.8	23.2	.0124
Philadelphia	20,575,850	27,520	18.6	24.1	17.8	20.8	.5235
• Philadelphia	20,575,850	27,520	18.6	24.1	17.8	20.8	.5235
Burlington, N. J.	*7,787,897*	*45,361*	*8.7*	*18.3*	*20.9*	*47.7*	*.1937*
Camden, N. J.	*8,617,024*	*40,336*	*12.6*	*20.8*	*20.2*	*37.1*	*.2164*
• Camden	*724,599*	*20,035*	*23.5*	*24.5*	*14.5*	*11.1*	*.0197*
Cherry Hill Township	*1,764,912*	*59,354*	*6.7*	*12.7*	*15.6*	*61.1*	*.0491*
Gloucester Township	*913,361*	*45,584*	*9.7*	*19.6*	*23.4*	*43.1*	*.0194*
Gloucester, N. J.	*3,870,100*	*43,834*	*10.8*	*19.4*	*21.6*	*41.1*	*.1011*
Washington Township	*798,485*	*56,688*	*5.3*	*13.2*	*18.9*	*59.8*	*.0191*
SUBURBAN TOTAL	63,216,555	45,861	9.8	19.3	20.7	44.3	1.5500
PHILADELPHIA–WILMINGTON–TRENTON CONSOLIDATED AREA	***103,282,683***	***39,215***	***12.9***	***21.2***	***19.8***	***36.0***	***2.5759***
PITTSBURGH	**30,378,056**	**29,540**	**18.8**	**25.2**	**18.5**	**23.0**	**.7920**
Allegheny	21,088,130	30,998	17.8	24.6	18.7	25.1	.5387
• McKeesport	254,898	19,078	25.5	25.2	14.1	8.7	.0078
Penn Hills Township	771,925	35,546	15.0	25.7	25.0	26.0	.0178
• Pittsburgh	4,906,670	23,360	21.9	24.6	15.0	16.6	.1391
Fayette	1,506,693	21,426	25.2	27.2	14.7	11.2	.0473
Washington	2,761,434	28,295	20.3	25.9	18.6	20.5	.0724
Westmoreland	5,021,799	28,803	19.8	26.6	18.9	21.1	.1336
Hempfield Township	610,948	33,031	16.6	27.5	20.8	25.8	.0164
SUBURBAN TOTAL	25,216,488	31,241	18.0	25.5	19.3	24.7	.6451
PITTSBURGH–BEAVER VALLEY CONSOLIDATED AREA	***32,670,270***	***29,289***	***19.0***	***25.5***	***18.5***	***22.5***	***.8534***

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
READING	**5,203,317**	**34,628**	**15.5**	**25.4**	**22.6**	**26.8**	**.1387**
Berks	5,203,317	34,628	15.5	25.4	22.6	26.8	.1387
• Reading	938,336	24,225	22.6	28.8	17.6	12.4	.0280
SUBURBAN TOTAL	4,264,981	38,471	13.2	24.2	24.2	31.5	.1107
SCRANTON–WILKES-BARRE	**9,731,681**	**28,095**	**20.8**	**26.3**	**19.3**	**19.2**	**.2754**
Columbia	747,592	26,646	21.9	31.4	18.5	15.0	.0218
Lackawanna	2,890,516	27,515	21.0	26.2	18.1	19.2	.0831
• Scranton	983,518	23,703	23.9	26.3	16.1	14.4	.0320
Luzerne	4,244,462	26,433	22.2	25.9	18.7	17.3	.1187
• Hazleton	309,891	23,567	24.2	27.8	15.8	13.6	.0101
• Wilkes-Barre	552,903	22,220	25.2	26.0	16.5	11.9	.0204
Monroe	1,485,887	36,198	15.2	24.8	23.5	28.4	.0427
Wyoming	363,224	30,410	17.8	28.0	21.5	20.4	.0091
SUBURBAN TOTAL	7,885,369	29,543	19.8	26.4	20.1	20.8	.2129
SHARON	**1,483,757**	**27,612**	**20.5**	**29.5**	**19.6**	**16.5**	**.0409**
Mercer	1,483,757	27,612	20.5	29.5	19.6	16.5	.0409
• Sharon	199,617	23,379	22.5	30.3	15.7	11.7	.0070
SUBURBAN TOTAL	1,284,140	28,500	20.1	29.4	20.3	17.4	.0339
STATE COLLEGE	**1,586,966**	**28,877**	**19.7**	**26.9**	**17.5**	**22.2**	**.0447**
Centre	1,586,966	28,877	19.7	26.9	17.5	22.2	.0447
• State College	371,073	20,438	26.5	21.8	10.8	18.2	.0155
SUBURBAN TOTAL	1,215,893	31,320	17.3	28.8	19.3	23.6	.0292
WILLIAMSPORT	**1,515,511**	**28,213**	**19.8**	**29.9**	**21.0**	**16.2**	**.0441**
Lycoming	1,515,511	28,213	19.8	29.9	21.0	16.2	.0441
• Williamsport	359,461	22,345	23.2	28.5	16.0	10.6	.0131
SUBURBAN TOTAL	1,156,050	30,521	18.5	30.5	22.9	18.3	.0310
YORK	**6,458,905**	**35,312**	**14.7**	**26.9**	**24.0**	**26.5**	**.1709**
Adams	1,119,382	33,315	16.2	29.7	24.4	22.2	.0270
York	5,339,523	35,814	14.4	26.2	24.0	27.5	.1439
• York	494,607	24,420	22.5	29.7	17.6	12.5	.0152
SUBURBAN TOTAL	5,964,298	36,688	13.8	26.5	24.8	28.2	.1557
OTHER COUNTIES							
Armstrong	830,696	24,975	23.6	29.1	19.5	12.6	.0221
Bedford	524,050	24,419	24.1	31.1	17.8	11.5	.0165

EFFECTIVE BUYING INCOME

METRO AREA County City	Total FBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Bradford	718,943	26,699	21.5	29.4	18.4	16.0	.0206
Butler	2,078,568	31,803	17.9	26.2	21.9	22.9	.0552
Cameron	63,404	22,544	26.9	34.0	14.1	8.9	.0019
Clarion	444,122	24,503	23.0	29.3	17.6	12.6	.0126
Clearfield	856,225	23,892	24.6	29.5	17.0	11.9	.0271
Clinton	413,965	24,774	23.1	30.6	17.2	12.9	.0131
Crawford	985,356	25,608	22.3	29.3	19.1	13.7	.0276
Elk	394,956	27,156	20.2	29.6	21.4	13.7	.0108
Forest	50,453	22,510	27.3	30.4	17.5	8.7	.0013
Franklin	1,698,513	31,200	17.6	30.2	22.6	20.2	.0444
Fulton	156,850	26,033	21.4	32.6	18.5	12.6	.0041
Greene	424,312	22,646	24.8	26.0	16.2	13.4	.0115
Huntingdon	513,337	26,088	22.1	29.9	18.7	13.8	.0136
Indiana	984,875	25,256	22.7	27.9	17.8	14.9	.0290
Jefferson	505,570	23,784	23.9	30.9	16.3	11.5	.0144
Juniata	244,576	27,815	20.1	33.6	20.4	14.3	.0062
Lawrence	1,108,784	25,059	23.0	28.3	17.4	15.0	.0311
McKean	547,204	26,258	21.9	27.5	19.8	14.9	.0145
Mifflin	528,829	25,297	22.1	31.1	18.9	12.2	.0157
Montour	262,238	31,142	18.5	28.1	20.4	22.7	.0063
Northumberland	1,148,359	25,303	22.8	29.0	19.4	12.7	.0320
Pike	444,719	32,256	18.0	27.1	21.6	24.0	.0100
Potter	182,955	24,827	22.8	30.7	18.3	11.8	.0052
Schuylkill	1,843,990	25,826	22.8	27.4	19.2	14.5	.0504
Snyder	445,225	29,215	19.8	30.3	22.4	16.5	.0137
Sullivan	68,714	23,689	24.6	28.5	17.9	11.6	.0018
Susquehanna	492,783	27,820	21.3	27.6	20.1	17.3	.0125
Tioga	456,547	25,060	23.2	30.2	17.7	13.8	.0128
Union	460,870	30,470	17.3	30.7	21.1	20.3	.0117
Venango	677,934	25,821	22.5	29.9	18.3	14.9	.0191
Warren	595,532	29,178	19.4	30.4	21.2	17.7	.0228
Wayne	500,237	27,327	21.6	29.3	18.9	16.7	.0155
TOTAL METRO COUNTIES	**156,465,197**	**33,874**	**16.5**	**24.5**	**19.9**	**27.1**	**4.0582**
TOTAL STATE	**178,118,888**	**31,968**	**17.2**	**25.3**	**19.8**	**25.3**	**4.6653**

Rhode Island

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
PROVIDENCE–PAWTUCKET–WOONSOCKET	**934.7**	**.3645**	**34.4**	**11.6**	**16.6**	**20.6**	**28.4**	**347.9**
Bristol	49.0	.0193	36.4	10.7	15.0	21.5	30.6	17.6
Kent	163.2	.0643	36.3	8.7	16.5	22.8	29.2	62.9
Warwick	86.5	.0341	37.2	8.5	16.3	22.1	31.5	33.9
Providence	600.0	.2365	34.0	11.9	17.0	19.6	28.8	227.2
Cranston	76.5	.0302	37.6	9.4	17.1	21.1	32.9	29.5
East Providence	50.7	.0200	37.2	8.9	16.5	20.0	33.3	20.0
• Pawtucket	73.1	.0288	33.9	10.0	18.6	18.2	29.8	29.9
• Providence	161.7	.0638	29.8	17.7	17.3	16.9	24.1	59.1
• Woonsocket	44.2	.0174	33.5	10.7	17.4	18.3	29.1	17.7
Washington	112.5	.0444	33.0	14.0	15.8	22.4	24.4	40.2
SUBURBAN TOTAL	645.7	.2545	35.8	10.3	16.2	21.9	29.3	241.2
OTHER COUNTIES								
Newport	87.4	.0345	34.1	11.6	17.2	22.8	25.7	32.9
TOTAL METRO COUNTIES	**934.7**	**.3645**	**34.4**	**11.6**	**16.6**	**20.6**	**28.4**	**347.9**
TOTAL STATE	**1,012.1**	**.3990**	**34.4**	**11.6**	**16.6**	**20.8**	**28.2**	**380.8**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE–PAWTUCKET–WOONSOCKET	**6,141,315**	**1,262,251**	**748,819**	**721,975**	**223,121**	**1,082,440**	**316,504**
Bristol	221,984	59,150	25,919	2,820	5,173	50,480	15,869
Kent	1,539,131	234,871	167,072	298,413	42,076	273,667	49,308
Warwick	1,133,270	135,335	112,481	290,082	35,817	170,512	29,098
Providence	3,586,461	757,837	451,794	381,270	151,711	629,531	227,166
Cranston	480,906	109,035	57,280	20,519	33,212	86,675	39,878
East Providence	380,112	67,654	39,270	21,429	15,485	120,061	23,735
• Pawtucket	482,024	97,562	43,098	104,778	16,162	66,629	38,775
• Providence	872,836	163,307	130,457	56,983	48,872	155,694	45,460
• Woonsocket	273,476	65,809	20,931	35,069	9,779	66,358	16,263
Washington	793,739	210,393	104,034	39,472	24,161	128,762	26,161
SUBURBAN TOTAL	4,512,979	935,573	534,333	525,145	148,308	793,759	216,006
OTHER COUNTIES							
Newport	619,074	98,951	110,449	30,520	21,788	172,105	15,492
TOTAL METRO COUNTIES	**6,141,318**	**1,262,251**	**748,819**	**721,975**	**223,121**	**1,082,440**	**316,504**
TOTAL STATE	**6,760,389**	**1,361,202**	**859,268**	**752,495**	**244,909**	**1,254,545**	**331,996**

R.I. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PROVIDENCE–PAWTUCKET–WOONSOCKET	**13,046,653**	**31,744**	**17.0**	**25.0**	**20.9**	**23.7**	**.3490**
Bristol	793,390	36,106	14.3	24.9	20.7	31.1	.0181
Kent	2,514,523	35,126	14.6	24.7	23.2	27.1	.0720
Warwick	1,338,609	34,768	15.2	25.5	23.7	25.9	.0434
Providence	7,964,517	29,304	18.6	25.1	20.0	20.7	.2131
Cranston	1,160,412	33,998	16.3	24.0	22.6	25.7	.0295
East Providence	699,660	30,844	17.9	26.9	22.2	20.1	.0196
● Pawtucket	919,604	26,749	21.5	27.9	20.9	14.3	.0260
● Providence	1,847,525	22,721	21.9	24.8	15.5	14.9	.0519
● Woonsocket	520,415	25,270	21.5	26.9	18.0	14.7	.0150
Washington	1,774,223	37,843	12.7	24.6	22.8	31.9	.0458
SUBURBAN TOTAL	9,759,109	35,083	14.9	24.5	22.4	27.7	.2561
OTHER COUNTIES							
Newport	1,398,344	35,407	15.1	24.5	21.4	29.2	.0358
TOTAL METRO COUNTIES	**13,046,653**	**31,744**	**17.0**	**25.0**	**20.9**	**23.7**	**.3490**
TOTAL STATE	**14,444,997**	**32,050**	**16.9**	**24.8**	**21.0**	**24.2**	**.3848**

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South Carolina

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ANDERSON	**147.7**	**.0582**	**35.3**	**9.4**	**15.0**	**22.2**	**28.4**	**56.3**	**1,042,563**	**238,167**	**83,330**	**128,586**	**39,848**	**235,486**	**49,271**
Anderson	147.7	.0582	35.3	9.4	15.0	22.2	28.4	56.3	1,042,563	238,167	83,330	128,586	39,848	235,486	49,271
• Anderson	26.7	.0105	35.6	11.1	14.3	17.5	33.4	10.7	583,271	88,335	48,918	98,190	23,615	137,480	20,611
SUBURBAN TOTAL	121.0	.0477	35.3	9.1	15.1	23.2	27.3	45.6	459,292	149,832	34,412	30,396	16,233	98,006	28,660
CHARLESTON	**524.3**	**.2067**	**29.9**	**12.7**	**18.9**	**20.9**	**19.5**	**183.8**	**2,562,689**	**753,856**	**363,952**	**396,696**	**162,999**	**737,386**	**126,896**
Berkeley	134.9	.0532	28.3	10.7	19.6	21.3	15.7	44.4	355,265	86,866	27,639	30,164	14,554	82,241	14,602
Charleston	300.6	.1185	30.6	14.1	18.9	20.1	21.6	109.3	2,818,645	574,578	300,642	332,202	137,389	593,635	94,383
• Charleston	81.9	.0323	31.1	17.0	17.1	19.2	24.1	31.3	1,167,149	262,954	157,787	159,830	52,852	179,989	33,614
North Charleston	71.5	.0282	26.0	20.9	23.4	15.6	13.3	24.0	643,956	89,843	55,560	112,570	26,061	161,460	9,715
Dorchester	88.8	.0350	30.0	10.6	19.1	22.7	17.9	30.1	388,779	92,412	35,671	34,330	11,056	61,510	17,911
SUBURBAN TOTAL	442.4	.1744	29.7	11.9	19.3	21.2	18.6	152.5	2,395,540	490,902	206,165	236,866	110,147	557,397	93,282
CHARLOTTE–GASTONIA–ROCK HILL	**1,200.4**	**.4732**	**33.1**	**10.7**	**17.5**	**22.7**	**24.1**	**455.6**	**8,749,247**	**1,645,120**	**864,179**	**888,076**	**463,363**	**2,092,408**	**378,060**
York	135.8	.0536	32.6	11.6	16.1	22.2	24.0	48.7	901,263	195,296	89,860	81,378	53,290	183,905	44,456
• Rock Hill	43.0	.0170	29.9	16.8	16.5	18.1	23.5	15.2	536,808	111,915	51,970	74,996	30,962	92,644	23,624
Cabarrus, N. C.	*101.0*	*.0398*	*35.1*	*9.7*	*15.8*	*22.5*	*27.6*	*38.3*	*694,096*	*140,388*	*50,815*	*30,621*	*44,032*	*176,466*	*26,144*
• Kannapolis	*30.3*	*.0119*	*36.2*	*9.9*	*15.6*	*18.1*	*33.4*	*12.2*	*113,791*	*27,000*	*4,873*	*71*	*16,590*	*26,831*	*3,576*
Gaston, N. C.	*176.9*	*.0697*	*33.9*	*10.3*	*15.9*	*22.0*	*26.3*	*66.0*	*1,177,955*	*256,298*	*102,528*	*146,103*	*43,354*	*283,703*	*63,031*
• Gastonia	*55.3*	*.0218*	*34.5*	*9.7*	*15.5*	*20.8*	*28.4*	*21.2*	*787,610*	*140,185*	*69,578*	*128,251*	*27,360*	*191,623*	*36,116*
Lincoln, N. C.	*52.1*	*.0205*	*34.4*	*9.9*	*16.1*	*22.9*	*26.1*	*19.5*	*259,161*	*57,351*	*21,492*	*12,225*	*9,972*	*48,899*	*14,852*
Mecklenburg, N. C.	*534.6*	*.2108*	*32.3*	*11.1*	*19.8*	*23.4*	*21.4*	*209.4*	*4,773,731*	*800,679*	*516,231*	*466,159*	*272,523*	*1,176,295*	*182,753*
• Charlotte	*413.9*	*.1632*	*32.5*	*10.5*	*20.1*	*23.0*	*21.9*	*166.2*	*4,132,613*	*627,615*	*426,688*	*420,035*	*239,303*	*1,108,231*	*152,179*
Rowan, N. C.	*112.6*	*.0444*	*35.7*	*9.5*	*15.5*	*21.1*	*29.9*	*43.3*	*509,548*	*102,452*	*50,513*	*48,921*	*20,062*	*110,520*	*28,167*
Union, N. C.	*87.4*	*.0344*	*32.3*	*10.7*	*16.0*	*23.1*	*22.6*	*30.4*	*433,493*	*92,656*	*32,740*	*52,669*	*20,130*	*112,620*	*18,657*
SUBURBAN TOTAL	657.9	.2593	33.6	10.5	16.4	23.2	24.6	240.8	3,178,425	738,405	311,070	264,723	149,148	673,079	162,565
COLUMBIA	**462.3**	**.1823**	**31.6**	**12.6**	**18.5**	**22.7**	**21.0**	**166.6**	**3,626,176**	**619,413**	**397,840**	**442,132**	**205,336**	**828,553**	**121,851**
Lexington	173.5	.0684	33.0	9.6	17.1	24.7	21.8	63.7	1,130,961	264,561	118,678	86,242	53,621	276,869	45,830
Richland	288.8	.1139	30.8	14.5	19.0	21.5	20.6	102.9	2,495,215	354,852	279,162	355,890	151,715	551,684	76,021
• Columbia	99.1	.0391	29.0	22.2	19.4	17.5	20.9	34.4	1,179,862	150,853	146,506	152,013	79,187	237,056	37,193
SUBURBAN TOTAL	363.2	.1432	32.3	10.0	18.1	24.1	21.1	132.2	2,446,314	468,560	251,334	290,119	126,149	591,497	84,658
FLORENCE	**115.8**	**.0456**	**32.4**	**10.1**	**15.1**	**22.1**	**24.0**	**40.7**	**965,081**	**195,532**	**67,555**	**132,183**	**36,307**	**218,516**	**29,492**
Florence	115.8	.0456	32.4	10.1	15.1	22.1	24.0	40.7	965,081	195,532	67,555	132,183	36,307	218,516	29,492
• Florence	30.2	.0119	33.7	9.6	15.7	21.1	26.9	11.2	635,328	122,074	55,974	104,253	24,939	130,845	21,186
SUBURBAN TOTAL	85.6	.0337	31.9	10.3	14.9	22.4	23.1	29.5	329,753	73,458	11,581	27,930	11,368	87,671	8,306
GREENVILLE–SPARTANBURG	**655.3**	**.2584**	**33.7**	**11.7**	**15.9**	**22.1**	**25.8**	**246.9**	**4,977,475**	**1,047,065**	**469,548**	**541,001**	**249,457**	**1,000,332**	**230,556**
Greenville	327.4	.1291	33.8	10.5	16.6	22.5	25.6	125.9	2,771,060	534,186	248,279	367,220	139,850	589,349	115,578
• Greenville	59.6	.0235	33.2	13.5	17.5	19.1	27.7	24.7	1,394,028	186,995	116,784	255,386	81,865	340,398	58,742
Pickens	96.9	.0382	31.1	18.7	14.5	20.3	24.0	34.7	463,151	120,329	60,937	41,818	25,146	70,553	28,580
Spartanburg	231.0	.0911	34.4	10.6	15.4	22.4	26.7	86.3	1,743,264	392,550	160,332	131,963	84,461	340,430	86,398
• Spartanburg	44.3	.0175	33.0	12.6	15.0	19.2	27.7	17.0	790,658	150,028	78,648	63,247	42,240	188,803	46,569
SUBURBAN TOTAL	551.4	.2174	33.8	11.5	15.7	22.7	25.4	205.2	2,792,789	710,042	274,116	222,368	125,352	471,131	125,245
OTHER COUNTIES															
Abbeville	24.0	.0095	34.7	10.8	13.4	20.5	29.2	8.9	55,060	21,665	4,741	4,435	1,494	3,649	5,137
☐ Aiken	123.7	.0487	33.0	9.4	16.2	21.7	25.1	46.0	768,170	204,368	71,852	108,438	19,953	152,959	27,613
Allendale	12.1	.0048	30.5	11.5	15.3	19.5	23.7	3.8	32,297	13,671	1,423	245	929	5,612	1,221
Bamberg	16.6	.0066	30.2	13.7	12.9	18.8	25.0	5.6	63,489	17,080	6,178	3,777	1,988	8,881	6,052
Barnwell	20.4	.0080	31.7	9.2	15.0	20.5	24.6	7.1	101,845	41,646	6,671	10,490	1,490	11,632	7,831
Beaufort	89.9	.0355	30.7	14.1	18.0	17.7	24.5	32.1	733,845	157,144	121,527	59,271	35,396	132,804	17,834
Calhoun	12.8	.0050	34.5	8.7	14.5	21.9	27.4	4.5	25,297	6,915	303	380	1,846	5,991	2,636
Cherokee	45.3	.0179	34.2	10.2	14.6	21.8	27.0	16.8	265,673	59,127	24,607	27,631	9,062	61,253	11,765
Chester	32.6	.0128	33.4	9.6	14.6	20.8	26.9	11.6	122,161	46,834	10,881	9,405	4,527	7,698	10,033
Chesterfield	38.9	.0154	33.7	9.7	14.5	21.5	26.6	14.2	174,495	53,940	12,753	13,659	4,090	31,910	11,496
Clarendon	28.9	.0114	33.0	9.1	13.6	20.7	26.6	9.7	120,773	39,223	7,023	8,103	1,527	17,484	5,636
Colleton	35.0	.0138	33.2	8.8	14.1	20.9	26.6	12.3	189,049	58,674	14,840	13,649	6,612	27,013	8,452
Darlington	62.2	.0245	33.3	9.5	14.4	22.3	25.3	22.2	305,083	76,092	25,175	13,654	12,091	74,854	17,479
Dillon	29.3	.0116	31.1	9.4	14.0	19.8	24.8	10.0	151,925	41,702	16,503	15,683	4,636	11,875	7,395
Edgefield	18.8	.0074	32.6	9.0	15.7	21.2	25.1	6.6	100,369	22,108	2,590	4,811	4,889	41,381	5,221
Fairfield	22.6	.0089	32.7	9.9	14.6	20.1	26.5	7.6	81,675	33,176	3,313	2,996	1,007	10,555	5,306
Georgetown	47.8	.0189	32.9	8.7	14.3	20.6	26.4	16.9	318,963	83,658	44,630	26,792	14,476	59,305	14,820
Greenwood	60.1	.0237	34.2	10.8	14.7	20.9	27.9	23.0	460,539	85,788	29,141	48,521	24,208	90,292	19,062
Hampton	18.3	.0072	31.3	9.1	13.7	20.2	24.8	6.3	90,531	30,007	4,224	4,904	4,567	14,074	4,800
Horry	151.0	.0595	34.2	10.1	17.1	20.9	27.8	58.7	1,758,119	331,076	256,307	185,376	158,959	244,203	57,915
Jasper	15.8	.0063	31.0	9.1	14.6	18.7	25.5	5.4	71,833	15,771	8,427	1,646	547	5,927	1,328
Kershaw	45.1	.0177	34.4	8.4	15.2	22.7	26.4	16.3	292,697	71,296	22,273	29,307	10,123	86,573	12,048
Lancaster	55.1	.0218	33.9	9.7	14.9	21.9	26.4	20.0	281,264	84,557	23,356	19,917	12,914	58,259	13,496
Laurens	59.0	.0232	34.5	10.8	14.2	21.5	27.8	21.0	243,938	65,852	18,016	22,401	6,968	68,839	14,418
Lee	18.4	.0073	31.2	9.4	15.6	19.6	24.4	6.0	53,255	18,411	3,190	2,080	2,851	12,298	1,832
McCormick	8.8	.0035	33.0	11.8	17.4	20.5	25.9	2.7	15,707	7,019	1,313	325	285	670	954
Marion	34.1	.0134	32.1	8.6	13.8	20.8	25.2	11.9	165,961	36,669	10,523	10,305	5,210	39,947	11,175
Marlboro	30.0	.0118	32.3	10.1	14.7	20.4	25.6	10.1	105,552	39,102	7,674	2,978	4,016	23,837	6,409

METRO & COUNTY TOTALS

S.C. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Newberry	33.7	.0133	34.8	10.5	14.3	20.6	29.1	12.6
Oconee	59.7	.0236	36.0	9.0	14.9	21.7	29.8	23.3
Orangeburg	86.3	.0340	31.5	12.3	14.2	20.0	25.1	29.6
Saluda	16.3	.0064	35.1	9.0	14.3	21.2	28.9	5.8
Sumter	104.4	.0411	30.0	11.5	18.8	20.2	20.5	33.4
Sumter	42.7	.0168	29.7	12.6	22.0	18.7	19.7	13.0
Union	30.4	.0120	35.8	9.3	14.5	21.0	30.1	11.5
Williamsburg	36.8	.0145	30.6	9.7	13.3	19.9	24.3	12.1
TOTAL METRO COUNTIES	**2,164.9**	**.8535**	**32.1**	**11.8**	**17.1**	**21.9**	**23.1**	**789.0**
TOTAL STATE	**3,565.4**	**1.4958**	**32.4**	**11.2**	**16.5**	**21.4**	**24.3**	**1,288.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Newberry	172,679	40,235	12,600	26,452	7,558	35,695	8,913
Oconee	329,159	63,702	28,582	31,917	17,732	68,121	17,800
Orangeburg	538,795	121,440	39,178	60,667	27,757	92,567	26,925
Saluda	56,536	18,376	2,507	3,705	1,601	10,754	4,337
Sumter	642,943	123,949	49,370	72,574	31,676	144,465	18,610
Sumter	535,691	111,492	44,822	70,306	31,062	106,465	18,379
Union	133,082	46,045	10,085	10,054	6,411	18,731	10,007
Williamsburg	121,847	34,030	4,963	5,140	5,914	23,771	8,987
TOTAL METRO COUNTIES	**15,843,417**	**3,253,697**	**1,543,937**	**1,830,414**	**767,190**	**3,357,137**	**630,135**
TOTAL STATE	**24,219,853**	**5,260,477**	**2,378,824**	**2,583,664**	**1,202,547**	**4,908,057**	**1,007,465**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANDERSON	**1,777,722**	**27,026**	**19.8**	**27.7**	**19.7**	**16.3**	**.0527**
Anderson	1,777,722	27,026	19.8	27.7	19.7	16.3	.0527
• Anderson	290,291	21,374	23.9	26.3	14.1	12.5	.0156
SUBURBAN TOTAL	1,487,431	28,394	18.9	27.9	21.1	17.2	.0371
CHARLESTON	**6,485,378**	**29,356**	**17.3**	**28.8**	**20.3**	**19.5**	**.1870**
Berkeley	1,487,981	30,190	16.0	32.5	22.5	17.3	.0364
Charleston	3,939,083	28,263	18.4	27.2	18.9	19.9	.1230
• Charleston	1,130,806	26,670	18.0	24.1	15.8	21.8	.0408
North Charleston	766,152	23,534	23.3	31.5	17.8	9.5	.0265
Dorchester	1,058,314	31,774	15.5	28.5	22.7	21.2	.0276
SUBURBAN TOTAL	5,354,572	29,807	17.2	29.6	21.3	19.0	.1462
CHARLOTTE–GASTONIA–ROCK HILL	**17,448,531**	**32,316**	**16.4**	**27.0**	**20.7**	**24.6**	**.4727**
York	1,791,777	32,080	16.3	26.2	20.9	24.1	.0495
• Rock Hill	498,986	27,486	19.3	27.9	18.8	17.4	.0189
Cabarrus, N. C.	*1,362,461*	*31,008*	*17.9*	*27.3*	*21.4*	*21.6*	*.0377*
• *Kannapolis*	*337,440*	*23,905*	*24.4*	*29.0*	*17.8*	*11.7*	*.0088*
Gaston, N. C.	*2,186,947*	*28,973*	*18.9*	*29.6*	*20.4*	*18.0*	*.0627*
• *Gastonia*	*695,254*	*26,864*	*19.9*	*28.8*	*16.9*	*18.0*	*.0267*
Lincoln, N. C.	*656,385*	*29,739*	*19.0*	*29.8*	*21.5*	*18.3*	*.0172*
Mecklenburg, N. C.	*8,944,877*	*35,376*	*14.1*	*25.5*	*20.7*	*29.9*	*.2407*
• *Charlotte*	*6,878,353*	*33,477*	*15.2*	*26.9*	*20.3*	*27.1*	*.1929*
Rowan, N. C.	*1,359,188*	*27,292*	*20.9*	*29.9*	*19.9*	*15.1*	*.0355*
Union, N. C.	*1,146,896*	*32,466*	*16.8*	*26.4*	*21.7*	*24.0*	*.0294*
SUBURBAN TOTAL	9,038,498	32,820	16.3	26.8	21.6	24.5	.2254
COLUMBIA	**6,300,724**	**31,696**	**16.9**	**27.5**	**21.0**	**23.1**	**.1807**
Lexington	2,467,133	34,320	15.0	26.8	23.3	25.4	.0654
Richland	3,833,591	29,995	18.0	28.0	19.5	21.7	.1153
• Columbia	1,229,594	24,628	21.7	26.6	15.2	17.4	.0437
SUBURBAN TOTAL	5,071,130	33,442	15.6	27.7	22.5	24.6	.1370
FLORENCE	**1,307,896**	**26,037**	**19.5**	**25.8**	**18.1**	**17.2**	**.0425**
Florence	1,307,896	26,037	19.5	25.8	18.1	17.2	.0425
• Florence	394,464	26,508	19.5	25.8	17.1	19.8	.0181
SUBURBAN TOTAL	913,432	25,874	19.6	26.7	18.4	16.2	.0244
GREENVILLE–SPARTANBURG	**8,675,341**	**29,662**	**18.4**	**27.0**	**20.0**	**20.8**	**.2500**
Greenville	4,652,249	30,964	17.7	26.3	19.9	23.3	.1339
• Greenville	886,187	26,217	19.6	25.6	16.6	19.5	.0395
Pickens	1,165,716	28,536	19.8	27.0	20.0	18.8	.0309
Spartanburg	2,857,376	28,357	19.1	27.8	20.1	17.9	.0852
• Spartanburg	539,342	24,211	19.7	24.9	16.1	16.7	.0237
SUBURBAN TOTAL	7,249,812	30,483	18.2	27.2	20.8	21.3	.1868

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Abbeville	242,976	23,693	21.9	29.3	17.2	11.1	.0061
☐ Aiken	1,452,850	27,685	18.8	26.1	20.3	17.3	.0418
Allendale	88,019	16,093	23.0	22.0	10.7	9.4	.0027
Bamberg	138,887	18,338	26.6	23.7	13.0	9.2	.0041
Barnwell	205,804	23,581	21.1	24.6	17.9	13.8	.0061
Beaufort	1,253,054	29,336	18.3	27.9	18.8	21.7	.0360
Calhoun	129,060	24,779	19.7	27.2	18.8	12.6	.0032
Cherokee	466,019	24,960	20.0	31.4	17.9	11.2	.0141
Chester	335,117	24,876	20.7	30.2	17.6	12.7	.0091
Chesterfield	369,678	21,955	23.5	27.8	16.0	10.5	.0109
Clarendon	236,426	19,016	23.6	27.3	11.5	9.1	.0075
Colleton	334,692	22,733	23.0	25.2	17.0	12.4	.0102
Darlington	661,520	24,066	21.3	26.1	16.3	15.5	.0189
Dillon	235,460	19,006	26.3	26.1	13.4	7.9	.0081
Edgefield	202,177	24,635	21.4	25.8	16.5	16.8	.0057
Fairfield	223,067	24,495	20.6	26.1	17.6	15.3	.0062
Georgetown	529,378	25,192	20.7	26.8	17.3	16.1	.0161
Greenwood	715,345	25,588	20.7	26.4	17.9	16.2	.0219
Hampton	149,970	19,285	25.1	25.5	15.1	7.7	.0049
Horry	1,892,419	26,172	21.7	30.6	18.4	14.5	.0663
Jasper	133,360	19,715	27.5	25.4	14.6	9.3	.0042
Kershaw	532,601	29,110	18.3	30.0	20.8	17.7	.0155
Lancaster	618,059	26,681	20.4	27.9	20.0	15.2	.0173
Laurens	632,023	26,076	21.4	30.5	18.9	13.3	.0170
Lee	134,708	18,753	24.5	26.4	13.0	7.8	.0043
McCormick	69,158	19,787	26.7	25.5	15.0	9.0	.0019
Marion	277,169	18,803	25.4	26.1	12.7	8.4	.0090
Marlboro	260,831	21,262	23.5	28.2	13.4	10.9	.0077
Newberry	365,496	24,942	22.5	29.3	18.1	12.7	.0104
Oconee	743,457	27,070	21.0	27.6	19.1	17.5	.0201
Orangeburg	791,512	21,439	22.5	25.6	15.2	12.0	.0263
Saluda	162,623	23,822	22.0	27.9	17.0	13.1	.0044
Sumter	1,119,522	24,927	20.9	29.5	16.6	14.9	.0338
Sumter	523,965	23,799	21.8	29.1	13.7	16.6	.0192
Union	289,961	21,707	23.6	28.4	17.4	8.0	.0085
Williamsburg	283,750	19,392	24.5	27.0	12.8	8.8	.0087
TOTAL METRO COUNTIES	**27,791,688**	**29,469**	**17.9**	**27.4**	**20.2**	**20.5**	**.8042**
TOTAL STATE	**42,614,986**	**27,512**	**19.4**	**27.5**	**19.8**	**17.9**	**1.2814**

South Dakota

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
RAPID CITY	**84.2**	**.0331**	**30.5**	**10.7**	**18.0**	**20.2**	**21.6**	**31.8**	**868,870**	**151,084**	**74,785**	**124,371**	**27,913**	**244,282**	**19,809**
Pennington	84.2	.0331	30.5	10.7	18.0	20.2	21.6	31.8	868,870	151,084	74,785	124,371	27,913	244,282	19,809
• Rapid City	56.4	.0222	31.3	11.4	17.4	20.1	23.4	22.0	811,628	145,542	66,096	114,607	26,680	237,559	17,149
SUBURBAN TOTAL	27.8	.0109	29.0	9.5	18.9	20.4	18.2	9.8	57,242	5,542	8,689	9,764	1,233	6,723	2,660
SIOUX FALLS	**126.7**	**.0500**	**31.8**	**10.2**	**18.4**	**20.8**	**23.4**	**48.9**	**1,316,538**	**212,994**	**118,372**	**181,041**	**52,832**	**313,323**	**62,475**
Minnehaha	126.7	.0500	31.8	10.2	18.4	20.8	23.4	48.9	1,316,538	212,994	118,372	181,041	52,832	313,323	62,475
• Sioux Falls	103.2	.0407	31.7	11.1	19.2	20.3	23.4	40.8	1,160,038	201,069	114,878	148,454	49,919	250,243	61,476
SUBURBAN TOTAL	23.5	.0093	32.3	6.4	15.4	22.5	23.4	8.1	156,500	11,925	3,494	32,587	2,913	63,080	999
OTHER COUNTIES															
Aurora	3.1	.0012	38.4	4.9	11.9	16.4	37.7	1.1	8,938	1,196	957	114	270	33	
Beadle	18.2	.0072	36.1	7.1	14.5	19.0	32.5	7.3	114,712	24,391	10,915	10,175	3,574	28,896	7,504
Bennett	3.3	.0013	29.2	7.8	13.9	16.7	25.3	1.0	18,781	3,569	699		116	8,872	414
Bon Homme	6.9	.0027	38.2	6.6	14.2	17.5	36.6	2.6	27,864	5,561	2,091	320	640	6,063	1,063
Brookings	25.4	.0100	26.8	24.4	14.1	16.5	21.9	9.0	134,704	16,890	17,568	15,282	5,137	26,791	7,110
Brown	35.7	.0141	33.5	11.3	14.9	19.7	28.0	13.9	340,436	61,410	33,962	53,313	15,042	80,879	10,889
Brule	5.5	.0021	32.9	5.7	13.9	17.0	30.1	2.0	48,264	5,526	4,618	1,106	156	18,243	2,555
Buffalo	1.8	.0007	22.1	8.9	14.1	15.6	16.6	.5	940	940					
Butte	7.9	.0032	34.8	6.4	14.5	19.1	30.6	3.0	47,251	11,462	3,814	4,143	104	11,239	1,915
Campbell	2.0	.0007	40.1	4.7	13.6	17.8	38.3	.8	8,628	338	1,149		24	4,904	
Charles Mix	9.1	.0036	34.6	6.2	12.2	17.8	31.6	3.2	30,024	12,573	2,110	1,253	827	1,111	1,162
Clark	4.4	.0018	39.3	4.9	11.3	17.9	37.7	1.7	11,338	302	1,606		97	2,869	1,854
Clay	13.3	.0052	24.5	31.8	12.5	15.5	19.7	4.4	62,645	17,930	6,105	7,298	1,044	12,034	2,332
Codington	23.0	.0091	33.2	8.8	15.2	18.9	28.3	8.9	230,356	62,432	15,328	35,711	4,876	34,829	6,817
Corson	4.0	.0016	28.4	7.1	12.8	16.5	25.1	1.3	7,082	1,742	1,551		194	62	668
Custer	6.2	.0024	37.2	5.3	13.2	23.2	30.5	2.4	28,563	8,787	5,653	542	398	4,020	480
Davison	17.4	.0069	34.0	9.3	14.4	18.5	30.1	6.9	167,956	34,969	16,381	14,849	2,388	38,730	2,422
Day	6.8	.0026	39.5	5.5	11.9	17.5	38.0	2.7	30,491	5,125	2,265	446	527	13,041	2,566
Deuel	4.5	.0018	39.4	5.3	12.5	18.2	37.3	1.8	18,320	2,371	1,857	287	363	4,459	270
Dewey	5.5	.0022	25.7	8.3	15.4	16.1	19.6	1.7	18,768	6,539	1,851	404	133	1,544	371
Douglas	3.7	.0014	37.6	5.2	11.5	17.0	36.0	1.3	10,797	3,205	816	136	30	3,142	552
Edmunds	4.3	.0017	40.8	4.9	11.7	17.5	39.3	1.6	13,558	3,628	776		129	4,971	850
Fall River	7.3	.0029	41.3	4.5	11.1	21.6	38.3	2.8	42,016	12,768	3,792	1,312	262	4,917	1,544
Faulk	2.7	.0011	40.4	5.0	11.9	17.7	38.5	1.0	8,992	2,637	965	194	42	913	1,545
Grant	8.3	.0033	35.3	5.6	14.3	18.8	31.6	3.1	51,019	10,436	2,361	1,558	1,625	16,746	1,586
Gregory	5.3	.0020	38.8	4.3	12.3	17.4	37.3	2.1	16,786	6,518	1,578	394	308	1,226	1,513
Haakon	2.5	.0010	31.6	5.4	13.9	18.7	26.6	.9	13,268	2,953	964	156	272	5,160	670
Hamlin	5.0	.0020	38.4	5.7	11.2	17.4	36.9	1.9	8,926	919	1,727		68	1,446	1,068
Hand	4.2	.0017	39.1	5.2	12.2	17.7	37.4	1.6	20,823	3,033	1,965	353	368	3,975	435
Hanson	3.0	.0011	35.4	6.3	12.1	19.0	31.5	1.1	8,090	488	583		319	1,438	
Harding	1.6	.0007	32.2	5.8	14.5	20.1	25.8	.6	5,487	568	234			1,239	50
Hughes	15.1	.0059	33.7	6.3	16.0	23.1	24.7	5.9	137,455	34,484	10,965	10,179	4,793	39,164	2,010
Hutchinson	8.1	.0032	42.5	4.9	10.9	17.0	42.0	3.2	33,919	8,941	1,787	755	272	4,435	6,093
Hyde	1.7	.0007	40.6	3.8	12.6	16.6	40.5	.7	8,876	1,968	105		251	716	621
Jackson	2.8	.0011	30.1	7.5	12.3	18.9	25.0	.9	13,220	2,792	1,714			3	
Jerauld	2.4	.0009	41.6	4.7	10.8	18.7	39.9	1.0	13,104	1,968	1,053	199	97	6,244	724
Jones	1.3	.0006	36.6	5.7	13.6	19.3	32.9	.5	16,945	1,376	1,144	238	113	6,084	
Kingsbury	5.9	.0023	40.6	4.7	11.7	17.4	39.9	2.3	33,697	9,028	2,116	394	546	7,087	1,057
Lake	10.5	.0041	34.3	10.0	14.2	17.7	31.3	4.0	72,648	12,052	8,456	4,309	1,703	28,160	2,978
Lawrence	21.0	.0083	32.7	11.1	14.9	20.1	26.5	8.1	139,663	36,608	18,368	7,014	2,120	32,646	4,212
Lincoln	15.7	.0062	33.4	6.2	15.4	21.6	26.0	5.6	44,042	7,613	7,528	179	616	8,862	1,764
Lyman	3.6	.0014	31.9	6.9	14.0	17.8	27.8	1.3	24,190	9,530	1,174	47	269	840	134
McCook	5.6	.0022	38.7	5.4	12.0	17.9	36.8	2.1	25,298	2,363	2,086	103	468	11,572	927
McPherson	3.2	.0013	46.9	4.2	9.8	16.2	47.0	1.3	10,096	1,802	841	754	193	1,381	396
Marshall	4.8	.0019	39.6	5.5	11.9	18.0	37.9	1.9	9,432	3,300	1,657	81	81	1,450	284
Meade	22.4	.0088	29.7	9.2	17.3	20.5	20.3	7.3	73,567	18,617	7,657	6,750	846	15,480	3,151
Mellette	2.1	.0008	29.9	7.3	13.0	17.2	26.2	.7	4,862	1,020	269	773	58		135
Miner	3.3	.0013	39.9	5.3	11.8	16.3	39.4	1.3	13,277	1,607	1,401	230	99	303	933
Moody	6.5	.0026	34.7	6.3	13.1	19.3	30.3	2.4	17,801	4,572	1,046	316	116	4,423	299
Perkins	3.9	.0016	39.0	4.6	13.9	19.3	36.4	1.6	17,431	4,949	995	970	129	1,337	176
Potter	3.2	.0012	39.8	4.7	11.3	18.4	37.9	1.3	12,034	4,341	1,065	574	69	438	256
Roberts	9.9	.0040	36.0	6.7	11.8	17.9	33.3	3.6	33,414	3,238	4,007	4,170	1,111	7,267	2,228
Sanborn	2.7	.0010	37.1	5.3	13.2	17.6	35.1	1.0	7,965	465	1,138		58	2,839	
Shannon	10.0	.0040	20.7	11.6	13.5	15.3	14.2	2.2	9,365	4,582	271		27	134	
Spink	7.9	.0031	36.9	6.3	13.9	18.6	34.0	3.0	27,798	3,815	2,471	557	675	10,991	1,191
Stanley	2.5	.0010	32.6	6.9	14.5	22.0	24.6	.9	14,954	5,427	907	243		823	
Sully	1.6	.0006	35.6	6.4	15.0	19.5	31.3	.6	16,672	1,559	1,188			11,697	118
Todd	8.6	.0034	21.1	9.9	14.0	16.2	14.2	2.3	9,733	4,993	149	268	42	425	
Tripp	6.9	.0027	34.9	6.2	13.7	18.1	31.8	2.6	53,635	10,603	3,195	3,257	1,246	16,368	1,287
Turner	8.4	.0033	39.7	4.9	12.1	18.6	37.7	3.3	29,135	9,282	1,925	178	239	5,631	1,343
Union	10.3	.0041	35.3	6.6	13.6	20.4	30.1	4.0	20,516	2,265	2,193	245	201	1,225	671
Walworth	6.0	.0023	40.4	5.4	11.6	18.5	38.5	2.4	44,695	10,188	2,731	5,441	617	8,060	1,081
Yankton	19.6	.0078	33.8	9.0	16.4	20.0	28.0	7.1	152,023	36,525	13,304	26,664	4,680	30,078	3,491
Ziebach	2.2	.0008	24.3	7.6	15.0	15.6	18.7	.6	5,016	583	219		84	324	
TOTAL METRO COUNTIES	**210.9**	**.0831**	**31.3**	**10.4**	**18.3**	**20.5**	**22.7**	**80.7**	**2,185,408**	**364,078**	**193,157**	**305,412**	**80,745**	**557,605**	**82,284**
TOTAL STATE	**702.5**	**.2769**	**32.8**	**9.4**	**15.3**	**19.2**	**27.4**	**261.9**	**4,887,709**	**957,740**	**444,525**	**529,646**	**141,897**	**1,167,904**	**180,049**

S.D. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
RAPID CITY	**1,266,610**	**32,541**	**16.1**	**28.4**	**20.9**	**24.7**	**.0380**
Pennington	1,266,610	32,541	16.1	28.4	20.9	24.7	.0380
• Rapid City	876,964	33,026	15.8	26.4	21.2	25.5	.0296
SUBURBAN TOTAL	389,646	31,604	16.8	32.5	20.3	23.1	.0084
SIOUX FALLS	**2,086,917**	**35,387**	**14.6**	**25.5**	**22.5**	**28.2**	**.0596**
Minnehaha	2,086,917	35,387	14.6	25.5	22.5	28.2	.0596
• Sioux Falls	1,734,490	34,837	14.8	26.0	22.2	27.6	.0505
SUBURBAN TOTAL	352,427	38,155	13.6	23.0	23.9	31.3	.0091
OTHER COUNTIES							
Aurora	31,614	22,195	26.9	28.9	14.2	11.8	.0009
Beadle	240,442	28,961	19.2	28.3	20.6	18.2	.0066
Bennett	30,213	23,208	23.6	27.9	14.8	15.0	.0010
Bon Homme	71,719	22,803	25.2	31.6	15.5	10.0	.0018
Brookings	321,582	28,673	19.8	26.7	17.7	21.8	.0086
Brown	517,311	29,922	19.1	26.4	19.3	22.4	.0154
Brule	65,484	27,311	19.7	29.9	18.6	16.8	.0022
Buffalo	12,735	19,518	31.2	26.8	13.0	8.6	.0002
Butte	98,670	26,660	22.2	27.3	19.4	16.4	.0027
Campbell	22,731	22,717	23.2	29.7	15.0	11.6	.0007
Charles Mix	86,632	22,134	22.5	28.3	15.4	10.6	.0023
Clark	51,926	25,232	22.1	29.6	15.9	15.5	.0013
Clay	148,685	24,810	22.1	24.1	17.0	17.6	.0040
Codington	305,100	27,996	21.1	27.7	18.9	19.8	.0097
Corson	33,675	19,198	22.5	20.7	16.9	10.7	.0008
Custer	85,379	28,896	21.0	28.1	19.3	19.9	.0022
Davison	223,548	27,096	20.0	30.3	19.3	15.7	.0072
Day	79,934	24,717	22.7	29.2	16.6	14.1	.0021
Deuel	53,167	23,784	26.4	30.3	12.9	14.5	.0014
Dewey	46,137	20,220	24.3	22.8	15.8	11.8	.0013
Douglas	35,929	22,977	23.9	31.2	16.4	10.3	.0009
Edmunds	46,244	25,801	20.2	28.1	19.3	12.7	.0012
Fall River	96,473	26,802	22.0	26.5	15.7	21.4	.0026
Faulk	27,784	24,079	20.7	32.1	16.0	11.2	.0007
Grant	107,052	29,916	18.1	28.0	21.0	19.3	.0029
Gregory	59,509	21,991	25.5	27.6	14.8	12.1	.0015
Haakon	32,819	28,009	20.1	34.7	20.8	13.8	.0008
Hamlin	60,238	27,160	21.7	25.8	19.5	17.4	.0014
Hand	48,898	24,763	21.5	30.9	15.9	13.3	.0013
Hanson	39,206	29,894	20.7	25.8	20.7	21.6	.0010
Harding	19,277	27,460	20.8	31.2	18.5	16.0	.0005
Hughes	233,490	34,592	16.0	24.7	21.2	28.2	.0065
Hutchinson	97,241	24,438	21.6	28.8	18.2	12.4	.0025
Hyde	21,353	25,967	22.0	25.6	20.9	13.7	.0006
Jackson	24,061	22,174	25.0	27.5	15.9	11.1	.0007
Jerauld	31,448	24,748	23.2	30.3	15.6	15.4	.0009
Jones	15,558	27,544	18.8	32.4	15.8	17.6	.0006
Kingsbury	71,802	26,042	22.6	28.3	20.2	14.1	.0019
Lake	149,268	30,688	18.6	28.1	23.1	18.6	.0041
Lawrence	290,171	30,686	18.7	25.2	20.6	22.4	.0078
Lincoln	232,480	35,543	15.1	26.3	23.2	27.8	.0051
Lyman	46,018	28,940	18.5	27.0	19.5	20.4	.0012
McCook	68,419	27,511	21.9	30.5	18.3	16.7	.0019
McPherson	33,934	19,602	27.8	24.4	14.7	9.8	.0008
Marshall	53,330	23,983	23.8	34.5	14.4	11.1	.0013
Meade	270,701	30,749	16.7	30.7	20.5	21.6	.0067
Mellette	19,674	19,779	24.8	23.3	13.9	12.4	.0003
Miner	43,082	25,909	22.9	27.7	17.5	15.8	.0012
Moody	82,306	30,167	18.5	27.6	23.2	18.4	.0019
Perkins	55,743	26,788	21.5	29.1	17.2	18.7	.0013
Potter	42,534	26,592	21.2	30.0	18.3	15.5	.0010
Roberts	97,660	22,388	27.2	28.1	16.6	9.4	.0027
Sanborn	29,619	24,666	25.5	31.2	15.5	13.1	.0007
Shannon	44,030	15,498	27.9	23.8	10.0	5.5	.0016
Spink	95,676	25,078	22.2	28.3	16.9	16.4	.0023
Stanley	31,243	28,483	20.2	28.6	21.2	17.0	.0009
Sully	21,826	29,754	20.8	30.5	22.2	17.5	.0007
Todd	59,107	18,943	23.8	22.3	12.7	12.7	.0016
Tripp	89,161	26,011	22.5	28.7	15.4	17.7	.0027
Turner	105,912	27,092	22.3	28.7	18.9	16.8	.0025
Union	141,253	30,694	18.7	26.8	20.8	21.6	.0030
Walworth	76,965	24,437	26.4	26.4	17.4	15.0	.0022
Yankton	253,188	28,808	20.4	28.5	19.3	19.8	.0076
Ziebach	15,521	18,059	23.3	23.1	9.7	12.8	.0003
TOTAL METRO COUNTIES	**3,353,527**	**34,230**	**15.2**	**26.8**	**21.8**	**26.8**	**.0976**
TOTAL STATE	**9,397,414**	**29,321**	**19.2**	**27.4**	**19.5**	**20.7**	**.3619**

Tennessee

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CHATTANOOGA	**433.1**	**.1728**	**35.0**	**9.6**	**15.4**	**22.5**	**27.6**	**168.4**
Hamilton	288.1	.1136	35.2	9.8	15.5	22.4	27.9	113.0
• Chattanooga	153.8	.0606	35.1	10.4	15.8	20.3	29.9	62.8
Marion	25.1	.0099	34.7	9.3	14.8	22.4	27.1	9.3
Sequatchie	9.0	.0035	34.5	9.8	15.0	22.6	26.6	3.3
Catoosa, Ga.	*43.6*	*.0172*	*34.4*	*9.3*	*15.4*	*23.2*	*25.9*	*16.1*
Dade, Ga.	*13.3*	*.0053*	*33.1*	*11.3*	*15.3*	*22.2*	*24.9*	*4.7*
Walker, Ga.	*59.0*	*.0233*	*35.0*	*8.9*	*15.1*	*21.8*	*28.2*	*22.0*
SUBURBAN TOTAL	284.3	.1122	34.9	9.2	15.1	23.6	26.3	105.6
CLARKSVILLE-HOPKINSVILLE	**172.4**	**.0679**	**28.7**	**16.2**	**19.1**	**18.6**	**19.4**	**57.0**
Montgomery	104.3	.0411	29.0	15.3	19.3	19.6	18.9	35.7
• Clarksville	78.3	.0309	27.9	17.6	20.1	18.6	17.1	26.4
Christian, Ky.	*68.1*	*.0268*	*28.3*	*17.4*	*18.8*	*16.9*	*20.4*	*21.3*
• Hopkinsville	*29.4*	*.0116*	*34.4*	*9.8*	*15.0*	*19.6*	*29.5*	*11.3*
SUBURBAN TOTAL	64.7	.0254	27.8	17.3	19.8	18.1	17.7	19.3
JACKSON	**78.6**	**.0310**	**33.4**	**10.6**	**15.5**	**20.9**	**26.7**	**29.9**
Madison	78.6	.0310	33.4	10.6	15.5	20.9	26.7	29.9
• Jackson	49.3	.0194	33.2	12.3	15.3	18.9	28.3	19.3
SUBURBAN TOTAL	29.3	.0116	33.7	7.8	16.1	24.3	23.7	10.6

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**3,105,428**	**573,426**	**274,913**	**406,565**	**165,598**	**676,175**	**87,941**
Hamilton	2,424,327	382,094	230,958	336,334	140,679	581,693	62,497
• Chattanooga	1,977,974	280,058	169,050	292,847	101,490	549,018	41,144
Marion	124,642	35,124	6,913	15,192	4,716	17,088	3,695
Sequatchie	38,130	13,259	1,813	971	506	10,492	2,167
Catoosa, Ga.	*230,704*	*65,015*	*22,707*	*41,793*	*10,680*	*20,758*	*9,216*
Dade, Ga.	*57,743*	*20,782*	*4,092*	*1,399*	*378*	*5,909*	*1,582*
Walker, Ga.	*229,882*	*56,352*	*8,430*	*10,876*	*8,539*	*40,235*	*8,784*
SUBURBAN TOTAL	1,127,454	293,368	105,863	113,718	64,108	127,157	46,797
CLARKSVILLE-HOPKINSVILLE	**1,054,654**	**154,414**	**95,722**	**147,120**	**52,263**	**296,234**	**32,874**
Montgomery	704,554	92,420	61,882	105,499	38,672	225,543	16,830
• Clarksville	664,578	77,151	55,506	101,309	36,547	223,466	15,740
Christian, Ky.	*350,100*	*61,994*	*33,840*	*41,621*	*13,591*	*70,691*	*16,044*
• Hopkinsville	*276,928*	*54,909*	*24,875*	*28,847*	*11,977*	*53,702*	*14,231*
SUBURBAN TOTAL	113,148	22,354	15,341	16,964	3,739	19,066	2,903
JACKSON	**665,758**	**119,524**	**45,414**	**116,437**	**31,393**	**130,952**	**22,192**
Madison	665,758	119,524	45,414	116,437	31,393	130,952	22,192
• Jackson	637,817	114,135	45,187	115,911	29,675	129,215	22,113
SUBURBAN TOTAL	27,941	5,389	227	526	1,718	1,737	79

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
JOHNSON CITY–KINGSPORT–BRISTOL	**438.0**	**.1727**	**36.8**	**10.1**	**14.6**	**22.6**	**30.2**	**171.6**	**2,421,185**	**513,922**	**239,299**	**434,134**	**105,258**	**897,998**	**118,888**
Carter	51.5	.0203	36.8	10.5	14.5	22.2	30.6	20.3	190,641	44,904	17,429	30,941	6,376	34,244	8,315
Hawkins	45.0	.0177	35.9	9.5	15.2	23.0	28.5	17.4	138,174	50,720	12,025	8,989	5,928	19,999	9,137
Sullivan	144.7	.0571	37.4	9.2	14.4	23.2	30.7	57.3	1,105,688	132,852	97,499	282,174	36,513	306,434	41,185
• Bristol	23.6	.0093	38.2	9.7	14.2	21.6	33.2	9.9	336,578	40,923	31,183	65,611	11,701	139,035	11,825
• Kingsport	36.6	.0144	40.5	8.2	12.9	20.7	37.0	15.7	684,764	74,057	61,842	181,130	21,925	149,061	26,978
Unicoi	16.5	.0065	38.5	8.4	14.5	21.6	33.7	6.6	50,511	15,163	6,360	1,898	1,741	12,989	5,806
Washington	93.2	.0367	35.2	12.3	15.5	21.8	28.4	36.2	610,385	109,214	66,144	101,480	27,931	130,211	30,967
• Johnson City	49.9	.0197	35.0	14.7	15.1	19.7	30.5	19.9	535,549	84,206	60,487	99,922	25,572	120,442	25,112
Bristol city, Va.	*18.1*	*.0072*	*38.3*	*9.9*	*13.9*	*19.6*	*34.9*	*7.4*	*234,374*	*50,365*	*17,588*	*20,433*	*16,251*	*42,466*	*8,518*
• Bristol	*18.1*	*.0072*	*38.3*	*9.9*	*13.9*	*19.6*	*34.9*	*7.4*	*234,374*	*50,365*	*17,588*	*20,433*	*16,251*	*42,466*	*8,518*
Scott, Va.	*22.9*	*.0090*	*38.6*	*9.1*	*13.4*	*22.0*	*33.4*	*8.8*	*113,246*	*53,011*	*6,451*	*2,941*	*2,238*	*14,429*	*7,946*
Washington, Va.	*46.1*	*.0182*	*37.3*	*9.7*	*14.2*	*23.2*	*30.5*	*17.6*	*178,166*	*57,693*	*15,513*	*15,278*	*8,622*	*36,431*	*7,460*
SUBURBAN TOTAL	309.8	.1221	36.5	9.6	14.8	23.5	29.1	118.7	827,900	264,371	68,089	67,038	29,771	156,589	46,089
KNOXVILLE	**614.7**	**.2422**	**35.0**	**11.0**	**15.9**	**22.4**	**27.6**	**242.4**	**4,967,264**	**843,431**	**499,228**	**613,888**	**270,801**	**1,197,744**	**194,464**
Anderson	69.3	.0274	37.1	8.2	14.5	22.5	30.7	27.9	471,878	108,939	41,307	59,445	8,176	126,024	22,156
• Oak Ridge	27.8	.0110	40.1	6.9	12.6	22.8	35.2	12.0	296,336	63,550	26,960	45,452	6,531	76,756	10,880
Blount	87.9	.0346	36.6	9.3	15.1	23.4	29.2	34.4	717,429	127,771	47,618	86,038	31,206	280,082	25,372
Grainger	17.2	.0067	35.3	10.1	15.1	22.0	28.3	6.5	37,285	15,254	1,911	131	1,857	12,009	1,830
Jefferson	33.4	.0131	36.1	12.4	14.1	21.6	29.9	12.6	144,299	39,510	12,000	17,368	6,529	31,498	7,512
Knox	339.9	.1340	34.1	12.2	16.7	22.2	26.3	135.6	3,125,526	471,582	292,632	415,692	198,224	709,068	119,602
• Knoxville	167.1	.0659	33.0	16.1	17.3	18.5	28.1	71.0	2,510,830	369,551	240,796	348,782	179,830	549,308	94,084
Sevier	53.0	.0209	35.9	9.0	15.5	23.3	28.1	20.3	451,946	73,462	103,310	34,312	23,397	34,871	16,885
Union	14.0	.0055	32.9	10.2	16.2	21.8	24.9	5.1	18,902	6,913	327	347	1,342	4,418	1,377
SUBURBAN TOTAL	419.8	.1653	35.5	9.2	15.6	23.9	27.0	159.4	2,160,099	410,330	231,572	219,099	84,470	571,481	89,508
MEMPHIS	**1,003.3**	**.3956**	**31.5**	**10.7**	**17.2**	**21.7**	**22.3**	**365.1**	**6,981,400**	**1,155,850**	**578,337**	**1,026,834**	**384,181**	**1,818,882**	**282,401**
Shelby	839.1	.3309	31.6	10.9	17.4	21.7	22.3	308.5	6,175,216	951,323	521,973	917,779	335,839	1,674,792	284,949
• Memphis	619.7	.2443	31.9	11.0	17.2	19.8	24.8	233.5	5,257,393	740,110	446,831	744,084	302,342	1,536,306	237,498
Tipton	39.1	.0154	31.2	9.2	16.1	20.9	23.1	13.6	131,834	32,800	8,444	19,272	3,667	27,523	4,889

MEMPHIS
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SOURCE: 1990 Belden CMS

TENN. (cont.)

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Crittenden, Ark.	*50.6*	*.0199*	*30.2*	*9.8*	*15.5*	*19.8*	*22.7*	*17.4*	*399,895*	*73,111*	*26,246*	*33,691*	*6,534*	*77,060*	*16,512*
• *West Memphis*	*28.7*	*.0113*	*30.5*	*10.1*	*15.5*	*20.4*	*22.6*	*10.0*	*334,610*	*58,411*	*23,873*	*28,548*	*6,469*	*74,219*	*15,541*
De Soto, Miss.	*74.5*	*.0294*	*31.9*	*9.7*	*16.3*	*23.5*	*21.4*	*25.6*	*284,455*	*98,616*	*21,674*	*56,092*	*8,111*	*36,047*	*16,051*
SUBURBAN TOTAL	354.9	.1400	31.0	10.2	17.3	25.0	16.0	121.6	1,399,397	357,329	107,633	254,202	45,340	204,899	69,362
NASHVILLE	**1,016.4**	**.4008**	**32.8**	**10.5**	**18.6**	**22.8**	**23.3**	**388.6**	**8,202,528**	**1,317,684**	**897,125**	**1,263,537**	**438,161**	**1,923,147**	**301,483**
Cheatham	28.6	.0113	32.4	8.5	18.0	24.1	21.2	10.0	64,070	26,841	4,510	1,398	1,575	5,729	4,973
Davidson	517.8	.2041	32.9	11.3	19.7	21.6	24.3	211.4	5,435,728	711,238	651,091	1,011,013	330,688	1,254,637	195,040
• Nashville-Davidson	495.1	.1952	32.7	11.5	20.0	21.5	23.9	202.3	5,114,387	677,475	617,859	869,976	319,156	1,228,031	185,174
Dickson	36.5	.0144	33.3	9.3	15.8	21.0	26.4	13.6	217,788	62,678	16,241	35,640	9,570	37,323	9,363
Robertson	43.1	.0170	33.5	8.4	16.3	21.5	26.0	15.4	202,779	52,398	10,239	19,630	4,892	65,246	9,281
Rutherford	125.1	.0494	30.1	13.7	18.3	21.7	19.3	44.5	765,645	150,063	77,120	82,170	37,847	183,979	24,171
• Murfreesboro	47.4	.0187	28.5	21.5	17.1	18.5	20.5	18.1	609,257	104,362	61,839	58,722	33,528	167,943	16,694
Sumner	107.9	.0425	33.6	8.9	15.7	24.4	23.4	38.6	536,280	147,069	50,698	54,310	12,190	96,983	24,898
Williamson	86.1	.0380	34.5	7.0	14.5	28.3	21.1	29.8	620,708	107,559	50,548	25,194	31,049	174,086	21,963
Wilson	71.3	.0281	33.8	8.3	16.2	25.2	22.9	25.3	399,530	58,988	36,678	34,182	10,350	105,164	11,764
SUBURBAN TOTAL	473.9	.1869	33.4	8.4	16.2	24.5	22.9	168.2	2,478,884	535,797	217,427	334,839	85,477	527,173	99,585
OTHER COUNTIES															
Bedford	31.0	.0122	35.4	9.2	14.6	21.0	29.6	11.9	149,510	43,407	12,452	17,732	5,779	27,970	10,128
Benton	14.5	.0057	38.9	8.3	13.2	20.6	35.0	5.8	64,150	13,076	4,267	10,970	1,561	8,807	3,067
Bledsoe	9.8	.0039	34.5	9.6	16.8	22.8	26.3	3.4	20,960	8,419	1,301	1,003	535	4,456	392
Bradley	75.5	.0298	33.6	11.3	16.0	22.5	25.3	28.3	490,696	86,146	40,730	60,838	25,819	128,392	22,450
Campbell	34.9	.0137	35.6	9.6	13.8	21.2	29.7	13.1	166,222	51,201	11,090	15,374	3,893	24,818	5,399
Cannon	10.6	.0042	36.0	9.2	14.2	20.2	31.1	4.1	26,658	9,406	916	1,086	389	6,314	1,725
Carroll	27.6	.0109	37.8	9.2	13.1	20.4	33.5	10.8	120,854	30,587	4,595	11,830	6,329	34,154	5,478
Chester	12.9	.0051	33.6	14.9	13.2	19.1	29.0	4.6	43,231	8,802	2,897	1,426	3,123	16,526	1,486
Claiborne	26.6	.0105	34.5	10.5	14.6	22.0	27.2	9.8	64,468	25,341	3,573	2,089	1,691	5,818	4,120
Clay	7.2	.0028	37.6	9.1	13.9	21.2	32.5	2.8	15,183	5,907	971	132	187	1,359	651
Cocke	29.4	.0116	35.7	9.7	15.1	22.4	28.7	11.3	157,871	43,690	16,417	23,431	1,799	20,039	7,790
Coffee	41.2	.0162	35.5	8.7	14.8	20.9	29.8	15.9	311,254	58,092	33,588	57,537	9,332	58,356	14,461
Crockett	13.2	.0052	37.0	8.3	14.6	19.7	33.0	5.2	56,130	14,351	1,710	541	1,968	19,752	3,180
Cumberland	36.1	.0143	38.0	8.5	13.7	20.0	34.3	13.9	217,371	67,078	17,063	30,526	7,394	42,092	8,968
Decatur	10.3	.0041	39.1	8.4	12.9	20.6	35.2	4.2	57,292	18,071	3,211	1,912	1,304	13,111	3,499
De Kalb	14.5	.0057	37.1	9.0	13.7	21.3	31.8	5.8	48,743	16,724	3,005	2,048	1,366	11,720	3,812
Dyer	35.5	.0140	34.9	9.5	14.8	21.5	28.5	13.9	295,249	49,645	20,907	48,880	13,251	85,744	8,714
Fayette	25.9	.0102	32.7	8.8	14.7	20.0	26.5	8.6	53,575	18,077	2,530	5,723	3,276	7,846	2,402
Fentress	14.8	.0058	35.2	9.7	13.8	22.2	28.1	5.6	51,623	21,904	3,142	3,163	1,086	4,416	2,275
Franklin	35.2	.0139	35.7	10.3	14.1	21.3	29.6	12.9	146,158	43,138	8,519	15,893	5,135	30,067	8,968
Gibson	46.1	.0182	37.6	8.6	13.7	19.9	33.8	18.3	252,998	33,772	20,818	33,327	8,260	80,515	17,615
Giles	26.0	.0103	36.3	9.3	13.8	21.1	30.7	10.0	129,507	34,680	5,910	18,536	6,246	25,090	6,887
Greene	56.0	.0221	36.9	9.4	14.6	22.5	30.5	21.6	282,402	74,209	20,861	36,405	9,976	51,286	14,632
Grundy	13.3	.0053	34.2	9.5	13.6	20.6	28.3	4.8	44,370	12,312	3,946	1,233	381	4,004	1,625
Hamblen	50.7	.0199	35.6	10.0	14.9	23.2	27.8	19.5	378,604	76,369	31,779	43,348	8,851	115,621	17,965
Hancock	6.7	.0027	35.7	9.0	14.5	20.0	31.0	2.5	10,735	3,520	281		519	1,327	1,453
Hardeman	23.6	.0093	33.3	9.1	14.9	19.6	27.9	8.4	114,775	24,366	5,565	18,474	1,885	17,488	2,892
Hardin	22.8	.0090	36.8	8.9	13.2	21.4	31.3	8.8	111,449	20,049	9,048	11,443	5,767	32,268	6,312
Haywood	19.5	.0077	33.2	9.1	14.4	18.9	28.4	7.1	87,474	20,300	4,629	8,168	3,690	27,307	3,571
Henderson	22.0	.0087	36.1	8.8	14.4	21.2	30.5	3.6	116,903	24,782	6,509	16,363	5,368	27,066	4,102
Henry	27.9	.0110	39.5	7.7	13.1	20.0	36.3	11.4	173,844	42,662	10,776	17,683	6,878	37,986	7,796
Hickman	17.2	.0068	35.3	8.9	16.4	21.8	28.7	6.2	39,827	13,821	2,370	938	1,330	5,804	2,115
Houston	7.2	.0028	38.5	8.1	12.8	20.2	34.6	2.7	15,131	7,653	967	384	139	2,137	1,133
Humphreys	15.9	.0063	36.9	8.2	13.7	21.9	31.0	6.2	75,673	18,553	4,656	13,537	1,480	9,052	3,412
Jackson	9.4	.0037	38.2	8.7	13.6	21.5	33.3	3.6	38,181	16,261	1,367	498	558	1,827	2,352
Johnson	14.3	.0057	38.0	9.0	13.2	21.9	32.5	5.4	40,590	13,766	1,378	1,524	680	7,079	3,758
Lake	6.9	.0027	34.5	12.3	16.5	20.1	29.0	2.4	14,034	5,358	1,079	143	55	2,232	922
Lauderdale	24.1	.0095	33.2	9.4	15.9	19.4	27.8	8.3	80,188	22,486	4,444	12,887	3,788	11,689	7,350
Lawrence	35.7	.0141	34.8	9.5	14.6	20.0	29.6	13.5	200,750	55,793	9,541	24,351	15,596	30,419	11,788
Lewis	9.4	.0037	35.2	8.7	14.0	20.7	29.6	3.7	28,515	9,164	2,800	2,272	1,121	6,089	2,048
Lincoln	28.6	.0113	36.1	8.9	14.5	20.5	31.1	11.0	132,286	28,421	10,118	9,602	4,899	40,395	6,098
Loudon	31.9	.0126	36.9	8.9	14.6	22.5	30.5	12.5	166,279	37,468	14,091	12,355	5,091	60,386	9,371
McMinn	42.7	.0168	35.9	9.5	14.6	21.6	29.6	16.5	225,281	37,813	19,079	30,243	8,617	45,930	14,381
McNairy	22.7	.0089	37.6	8.1	13.5	21.6	32.2	9.0	88,532	29,525	4,632	11,200	4,147	15,687	4,089
Macon	16.0	.0063	35.0	9.8	14.7	21.3	28.7	6.3	53,630	14,950	3,271	10,797	914	4,041	3,328
Marshall	22.1	.0087	35.4	9.2	14.9	21.6	28.9	8.5	125,478	38,884	5,833	11,354	3,963	32,399	6,654
Maury	56.0	.0221	34.4	9.0	15.7	21.7	27.3	21.1	360,087	71,221	24,358	44,673	15,665	84,271	13,330
Meigs	8.3	.0033	35.7	9.9	13.9	23.7	27.4	3.1	10,929	6,188	1,152	105	245	1,352	981
Monroe	31.0	.0122	35.2	10.3	14.0	21.9	28.3	11.5	146,917	48,226	10,200	21,547	3,179	23,905	7,531
Moore	4.7	.0019	36.3	9.0	13.5	23.0	29.1	1.7	4,041	2,049	96	102	52	721	143
Morgan	17.9	.0071	33.7	9.6	16.6	22.3	25.5	5.9	25,976	8,787	965	221	266	8,606	2,145
Obion	31.6	.0124	36.6	9.3	13.5	21.8	30.6	12.4	202,366	37,551	14,531	28,066	5,109	50,786	7,891
Overton	17.9	.0071	37.0	9.5	13.4	21.5	31.4	6.9	43,945	17,045	3,132	4,975	2,434	6,037	2,054
Perry	6.8	.0027	38.2	7.7	12.5	20.8	33.7	2.5	17,182	9,529	1,296	283	333	791	2,135
Pickett	4.5	.0017	38.3	7.9	12.7	20.7	34.1	1.8	10,353	3,496	1,215	113	259	2,505	476
Polk	13.7	.0054	36.7	9.6	13.5	22.5	30.1	5.1	31,408	14,011	3,083	2,626	293	4,349	1,979
Putnam	52.5	.0207	32.9	16.3	14.6	20.3	26.7	20.3	409,433	91,302	36,346	67,610	17,995	82,779	10,243

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
Rhea	24.6	.0097	35.2	10.1	14.1	21.7	28.6	9.3
Roane	47.2	.0186	37.9	8.4	13.4	22.8	31.8	18.5
Scott	18.3	.0072	32.3	9.9	14.7	20.9	25.1	6.5
Smith	14.2	.0056	35.8	8.7	15.1	20.8	30.4	5.4
Stewart	9.6	.0037	39.3	8.1	13.2	21.4	35.0	3.8
Trousdale	6.0	.0024	36.9	8.7	14.2	21.2	31.6	2.3
Van Buren	4.8	.0019	34.1	9.3	15.6	21.2	27.4	1.8
Warren	33.3	.0132	35.5	9.2	14.7	21.3	29.4	12.8
Wayne	14.0	.0055	35.4	9.3	14.1	20.8	29.9	5.2
Weakley	32.2	.0127	33.7	15.9	13.7	18.4	29.8	12.1
White	20.3	.0080	37.2	9.0	13.8	21.5	31.8	7.8
TOTAL METRO COUNTIES	3,365.3	1.3267	33.3	10.7	16.9	22.2	24.9	1,282.1
TOTAL STATE	4,960.1	1.9857	34.0	10.4	16.8	21.9	26.5	1,886.6

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Rhea	107,351	37,368	6,301	13,125	1,737	23,196	6,829
Roane	222,680	65,315	14,020	26,916	6,857	63,423	13,243
Scott	58,486	14,719	6,894	12,293	415	7,307	4,491
Smith	73,028	17,129	2,812	12,453	6,857	11,678	3,992
Stewart	26,497	15,073	1,304	825	1,367	1,857	286
Trousdale	24,974	8,170	353	173	316	787	1,841
Van Buren	3,135	1,475	484		165	227	
Warren	195,672	57,736	12,979	29,249	6,453	33,691	10,218
Wayne	45,298	19,343	630	3,372	181	4,768	2,881
Weakley	139,473	28,237	10,626	19,013	5,268	28,562	7,021
White	110,287	27,424	5,749	13,565	1,683	42,878	5,651
TOTAL METRO COUNTIES	25,539,453	4,141,282	2,473,587	3,782,886	1,342,853	6,290,041	987,714
TOTAL STATE	33,384,855	6,092,488	3,030,466	4,744,422	1,625,278	8,046,401	1,275,669

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hlds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHATTANOOGA	5,603,985	26,826	20.4	27.8	17.6	18.4	.1696
Hamilton	4,069,132	28,421	18.9	25.5	17.8	22.0	.1172
• Chattanooga	1,984,982	24,226	21.3	26.2	15.5	16.6	.0713
Marion	241,231	21,486	25.7	28.3	14.8	10.6	.0074
Sequatchie	92,329	22,125	24.1	24.9	16.9	12.3	.0025
Catoosa, Ga.	*458,172*	*25,003*	*23.0*	*31.0*	*17.7*	*12.3*	*.0133*
Dade, Ga.	*126,998*	*21,953*	*26.4*	*28.2*	*17.2*	*9.0*	*.0037*
Walker, Ga.	*616,093*	*24,459*	*22.1*	*30.3*	*18.1*	*11.2*	*.0165*
SUBURBAN TOTAL	3,618,973	28,392	19.9	27.3	18.9	19.5	.0993
CLARKSVILLE-HOPKINSVILLE	1,932,013	25,948	21.9	31.9	18.3	13.9	.0570
Montgomery	1,209,174	27,307	20.8	31.9	19.3	15.2	.0362
• Clarksville	921,598	27,105	20.9	32.6	18.7	15.1	.0295
Christian, Ky.	*723,839*	*23,861*	*23.6*	*31.7*	*16.6*	*11.8*	*.0208*
• *Hopkinsville*	*334,401*	*24,380*	*20.8*	*28.8*	*17.1*	*13.5*	*.0114*
SUBURBAN TOTAL	677,014	25,171	23.7	32.7	18.4	12.5	.0161
JACKSON	979,743	26,475	19.4	26.2	17.7	18.5	.0303
Madison	979,743	26,475	19.4	26.2	17.7	18.5	.0303
• Jackson	592,529	23,714	21.0	26.9	15.1	15.9	.0223
SUBURBAN TOTAL	387,214	32,402	16.7	24.7	22.4	23.2	.0080
JOHNSON CITY-KINGSPORT-BRISTOL	5,227,214	24,351	22.3	26.4	16.8	15.5	.1481
Carter	541,561	21,079	25.2	27.8	14.5	10.0	.0145
Hawkins	493,519	24,095	21.8	26.2	18.3	13.7	.0125
Sullivan	1,947,949	27,417	20.5	25.5	18.0	20.0	.0558
• Bristol	351,193	24,740	24.2	23.8	15.9	19.0	.0121
• Kingsport	531,021	25,042	20.1	23.0	15.8	20.4	.0213
Unicoi	185,634	22,155	25.0	24.7	16.3	12.8	.0046
Washington	1,167,408	25,629	21.3	25.9	17.3	17.4	.0331
• Johnson City	679,306	25,029	20.4	24.2	14.9	19.9	.0219
Bristol city, Va.	*188,241*	*20,488*	*23.2*	*24.8*	*15.3*	*10.8*	*.0080*
• *Bristol*	*188,241*	*20,488*	*23.2*	*24.8*	*15.3*	*10.8*	*.0080*
Scott, Va.	*204,552*	*18,962*	*24.7*	*25.2*	*14.2*	*8.3*	*.0064*
Washington, Va.	*498,350*	*23,009*	*25.0*	*30.3*	*15.2*	*11.6*	*.0132*
SUBURBAN TOTAL	3,477,453	24,393	22.7	27.5	17.4	14.1	.0848
KNOXVILLE	8,878,174	27,281	20.0	26.3	17.4	20.0	.2433
Anderson	968,857	28,943	18.3	25.6	18.3	21.7	.0263
• Oak Ridge	510,336	35,271	14.9	22.1	18.0	32.4	.0139
Blount	1,156,681	27,639	20.3	27.7	18.6	18.3	.0342
Grainger	199,482	21,283	25.5	30.2	15.6	7.4	.0040
Jefferson	382,544	24,768	21.5	29.6	16.6	14.2	.0101
Knox	4,970,182	28,239	19.2	24.8	17.0	22.5	.1448

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hlds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Knoxville	2,137,313	21,945	23.5	25.6	14.5	13.7	.0832
Sevier	611,325	25,078	23.4	30.3	17.8	13.5	.0198
Union	126,103	21,428	25.3	28.7	16.3	8.2	.0031
SUBURBAN TOTAL	5,727,525	29,220	18.8	26.9	18.4	21.8	.1452
MEMPHIS	13,635,172	29,786	17.3	24.3	18.2	29.7	.3772
Shelby	11,686,510	29,663	17.3	24.1	17.8	24.3	.3247
• Memphis	7,627,978	25,037	20.2	25.7	16.3	17.6	.2377
Tipton	421,346	26,861	19.5	26.5	20.8	15.5	.0109
Crittenden, Ark.	*529,021*	*24,791*	*20.5*	*25.1*	*18.5*	*15.3*	*.0177*
• *West Memphis*	*319,390*	*26,435*	*20.0*	*24.4*	*19.8*	*16.9*	*.0121*
De Soto, Miss.	*998,295*	*34,986*	*14.8*	*24.9*	*22.9*	*27.0*	*.0239*
SUBURBAN TOTAL	5,887,804	40,193	11.7	21.6	21.9	36.0	.1274
NASHVILLE	15,468,643	32,548	15.8	25.8	20.2	25.8	.4226
Cheatham	360,204	32,960	15.8	26.1	23.6	22.8	.0081
Davidson	8,200,654	30,674	16.9	26.7	19.1	23.7	.2403
• Nashville-Davidson	7,519,289	30,156	17.2	27.1	19.1	22.7	.2241
Dickson	431,305	26,463	20.3	27.3	18.0	16.9	.0123
Robertson	546,469	30,878	16.8	26.6	22.9	19.9	.0140
Rutherford	1,672,287	33,516	14.8	25.5	23.0	24.5	.0449
• Murfreesboro	658,170	28,733	17.8	24.4	18.1	22.3	.0226
Sumner	1,537,826	34,672	15.1	24.8	21.8	27.7	.0379
Williamson	1,708,895	46,949	9.5	18.6	18.7	46.2	.0399
Wilson	1,011,000	35,201	14.3	25.1	22.2	28.0	.0252
SUBURBAN TOTAL	7,291,184	35,973	14.0	24.2	21.7	29.8	.1759
OTHER COUNTIES							
Bedford	366,130	25,604	19.9	27.7	18.6	14.9	.0098
Benton	155,520	22,091	24.3	27.8	15.4	11.2	.0043
Bledsoe	83,234	19,234	26.9	27.9	13.4	6.6	.0023
Bradley	946,522	28,254	20.0	26.7	20.4	18.3	.0267
Campbell	303,005	18,328	26.9	26.1	12.7	7.6	.0096
Cannon	112,385	24,618	19.3	29.0	18.9	11.8	.0027
Carroll	298,184	22,897	23.3	29.1	16.5	10.6	.0082
Chester	116,386	21,521	24.4	28.6	15.1	9.3	.0032
Claiborne	227,626	18,182	27.4	25.8	11.3	8.1	.0063
Clay	67,690	19,898	24.6	26.8	13.7	9.3	.0018
Cocke	272,482	19,187	24.9	27.3	13.5	7.4	.0086
Coffee	493,385	26,396	19.4	26.9	17.2	17.7	.0150
Crockett	157,162	23,175	22.9	27.0	17.2	12.0	.0040
Cumberland	368,560	22,211	25.5	32.0	12.3	11.0	.0114
Decatur	104,816	19,967	24.2	28.8	11.7	9.4	.0032
De Kalb	148,875	21,334	22.5	27.9	15.2	10.0	.0039

TENN. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Dyer	406,830	23,772	21.5	26.4	17.1	13.8	.0130
Fayette	266,196	24,766	21.8	24.3	18.1	15.6	.0066
Fentress	111,327	15,570	31.4	23.5	8.5	5.2	.0035
Franklin	394,253	25,737	21.9	27.6	18.3	15.6	.0105
Gibson	498,325	22,708	23.4	28.3	16.0	11.6	.0143
Giles	306,413	24,509	21.1	25.9	16.8	15.9	.0085
Greene	610,387	23,776	23.5	29.1	18.1	11.5	.0173
Grundy	102,140	17,759	28.4	30.2	8.8	5.0	.0031
Hamblen	594,910	25,871	20.4	29.6	17.7	15.3	.0182
Hancock	46,990	13,769	27.8	22.1	8.5	3.6	.0014
Hardeman	218,333	21,168	22.1	29.0	14.0	9.7	.0066
Hardin	237,399	20,249	26.2	25.5	13.7	11.3	.0068
Haywood	185,532	19,871	24.7	23.1	14.2	12.5	.0054
Henderson	218,675	22,573	23.0	31.8	15.6	8.5	.0067
Henry	302,340	20,395	26.8	27.8	13.6	9.4	.0090
Hickman	182,787	24,047	22.4	31.1	15.3	12.1	.0046
Houston	69,382	22,084	22.2	29.1	14.9	10.6	.0017
Humphreys	182,115	24,214	23.8	27.6	16.4	15.0	.0049
Jackson	91,801	20,483	22.3	28.1	12.9	10.1	.0027
Johnson	110,559	16,784	28.0	27.5	10.0	4.1	.0033
Lake	65,288	19,861	23.1	30.2	12.3	7.1	.0018
Lauderdale	204,794	20,195	24.2	25.0	14.3	8.1	.0059
Lawrence	383,051	22,878	24.1	29.0	16.5	10.8	.0113
Lewis	82,156	18,981	25.5	30.5	11.4	5.4	.0023
Lincoln	310,980	23,415	23.0	27.6	17.3	12.2	.0086
Loudon	405,227	26,244	21.4	26.0	17.2	18.9	.0107
McMinn	472,011	23,769	21.1	26.5	16.4	14.5	.0134
McNairy	217,372	19,941	24.9	28.1	13.9	7.8	.0061
Macon	177,145	21,411	23.7	27.1	15.9	10.0	.0045
Marshall	263,091	26,257	20.6	27.7	18.9	16.0	.0072
Maury	746,250	30,297	17.5	24.7	19.9	22.5	.0204
Meigs	78,737	20,953	25.3	27.1	15.1	9.6	.0019
Monroe	296,611	21,662	25.5	29.9	14.7	9.4	.0088
Moore	57,603	30,324	16.2	32.1	21.6	18.2	.0010
Morgan	148,992	21,435	23.7	30.7	14.6	8.0	.0040
Obion	357,497	23,485	22.3	26.2	17.1	13.7	.0105
Overton	168,438	20,313	26.9	30.2	13.0	7.6	.0045
Perry	62,626	20,257	28.3	30.1	11.1	9.4	.0016
Pickett	46,987	17,401	31.0	25.5	10.4	6.8	.0011
Polk	132,972	22,843	22.6	31.5	15.4	9.9	.0034
Putnam	611,089	23,705	22.3	27.5	16.2	14.3	.0191
Rhea	241,593	21,443	24.6	27.8	14.1	11.2	.0070
Roane	619,334	27,500	18.5	26.4	17.1	20.3	.0157
Scott	151,478	17,863	28.4	26.2	11.8	6.3	.0045
Smith	162,848	25,079	19.7	28.4	18.9	13.3	.0045
Stewart	109,320	24,100	21.9	30.3	16.7	11.3	.0026
Trousdale	61,658	22,151	24.4	27.3	15.5	12.1	.0017
Van Buren	43,295	22,414	20.8	33.5	14.9	7.1	.0010
Warren	374,945	23,538	23.1	27.7	16.5	12.6	.0109
Wayne	124,038	20,256	27.4	30.0	13.5	7.1	.0035
Weakley	351,461	23,793	22.4	26.7	17.5	13.3	.0095
White	205,083	22,194	23.9	28.7	15.3	10.7	.0062
TOTAL METRO COUNTIES	**46,879,353**	**29,265**	**18.3**	**25.6**	**18.4**	**22.3**	**1.3146**
TOTAL STATE	**63,971,979**	**27,003**	**19.8**	**26.3**	**17.6**	**19.2**	**1.7989**

Texas

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ABILENE	**120.1**	**.0474**	**30.8**	**12.8**	**16.6**	**18.8**	**24.2**	**43.6**
Taylor	120.1	.0474	30.8	12.8	16.6	18.8	24.2	43.6
• Abilene	107.0	.0422	30.2	13.6	17.1	18.3	23.6	38.6
SUBURBAN TOTAL	13.1	.0052	36.0	6.5	13.6	22.8	28.8	5.0
AMARILLO	**189.6**	**.0748**	**32.1**	**10.0**	**16.6**	**20.3**	**24.8**	**72.8**
Potter	96.8	.0382	31.6	10.0	16.5	18.4	26.0	36.8
• Amarillo	155.9	.0615	32.2	9.4	16.8	20.2	25.1	60.3
Randall	92.8	.0366	32.6	10.0	16.5	22.5	23.5	36.0
SUBURBAN TOTAL	33.7	.0133	31.4	12.5	15.3	21.3	23.2	12.5
AUSTIN	**819.4**	**.3231**	**29.7**	**14.8**	**20.5**	**22.2**	**16.9**	**318.8**
Hays	68.6	.0270	26.9	22.3	15.5	20.3	17.2	23.4
Travis	601.8	.2373	29.8	15.4	21.4	22.1	16.8	243.2
• Austin	486.1	.1917	29.3	17.2	21.9	21.0	16.5	200.5
Williamson	149.0	.0588	30.2	9.1	18.9	23.9	17.0	52.2
SUBURBAN TOTAL	333.3	.1314	30.4	11.3	18.4	24.1	17.4	118.3
BEAUMONT-PORT ARTHUR	**357.7**	**.1410**	**33.6**	**9.0**	**15.3**	**20.4**	**27.4**	**133.1**
Hardin	41.1	.0162	33.5	8.3	14.4	22.0	25.9	14.7
Jefferson	236.4	.0932	33.7	9.1	15.7	19.8	28.2	89.5
• Beaumont	112.9	.0445	33.1	10.0	16.1	19.9	27.0	42.9
• Port Arthur	58.0	.0229	34.0	8.5	14.5	17.5	31.0	22.1
Orange	80.2	.0316	33.2	8.8	15.0	21.5	25.8	28.9
SUBURBAN TOTAL	186.8	.0736	33.8	8.5	15.3	21.6	26.5	68.1

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**931,907**	**127,312**	**86,044**	**156,655**	**38,028**	**244,261**	**26,217**
Taylor	931,907	127,312	86,044	156,655	38,028	244,261	26,217
• Abilene	860,923	118,842	74,564	155,842	35,601	234,256	21,727
SUBURBAN TOTAL	70,984	8,470	11,480	813	2,427	10,005	4,490
AMARILLO	**1,915,518**	**347,872**	**174,679**	**331,604**	**74,436**	**437,806**	**41,891**
Potter	1,142,556	252,809	109,410	207,962	47,200	157,149	29,008
• Amarillo	1,753,970	378,682	157,454	310,515	76,794	303,361	43,139
Randall	772,962	95,063	65,269	123,642	27,236	280,657	12,883
SUBURBAN TOTAL	161,548	30,810	17,225	21,089	2,358	134,445	1,248
AUSTIN	**6,523,400**	**1,561,714**	**735,930**	**705,125**	**339,287**	**1,313,797**	**172,121**
Hays	390,021	84,670	45,455	25,836	9,005	87,501	9,264
Travis	5,397,938	1,229,089	636,087	598,491	311,645	1,089,601	146,079
• Austin	5,130,935	1,160,315	600,453	578,908	301,006	1,067,229	137,673
Williamson	735,441	247,955	54,388	80,798	18,637	136,695	16,778
SUBURBAN TOTAL	1,392,465	401,399	135,477	126,217	38,281	246,368	34,448
BEAUMONT-PORT ARTHUR	**2,719,519**	**535,522**	**226,035**	**485,117**	**93,582**	**677,820**	**93,684**
Hardin	212,384	55,114	9,376	28,241	724	79,659	4,223
Jefferson	2,051,576	356,404	184,638	358,097	81,183	527,601	72,427
• Beaumont	1,256,880	186,249	120,687	240,744	60,066	315,063	37,634
• Port Arthur	445,839	91,221	33,899	65,458	15,518	128,109	17,031
Orange	455,559	124,004	32,021	68,779	11,675	70,560	17,044
SUBURBAN TOTAL	1,016,800	258,052	71,449	148,915	17,998	231,648	39,029

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	House-holds (Thousands)
BRAZORIA	**194.3**	**.0766**	**31.1**	**9.1**	**18.7**	**22.9**	**19.8**	**65.0**
Brazoria	194.3	.0766	31.1	9.1	18.7	22.9	19.8	65.0
SUBURBAN TOTAL	194.3	.0766	31.1	9.1	18.7	22.9	19.8	65.0
BROWNSVILLE-HARLINGEN	**267.2**	**.1054**	**27.6**	**10.7**	**14.1**	**17.9**	**21.6**	**74.9**
Cameron	267.2	.1054	27.6	10.7	14.1	17.9	21.6	74.9
• Brownsville	101.7	.0401	26.1	11.5	14.4	17.8	19.4	26.9
• Harlingen	50.1	.0198	30.1	10.1	14.5	18.3	24.5	15.8
SUBURBAN TOTAL	115.4	.0455	27.8	10.3	13.7	17.7	22.4	32.2
BRYAN-COLLEGE STATION	**124.5**	**.0491**	**24.3**	**31.2**	**17.0**	**15.5**	**14.4**	**44.7**
Brazos	124.5	.0491	24.3	31.2	17.0	15.5	14.4	44.7
• Bryan	56.2	.0222	28.3	15.9	19.6	17.5	19.5	21.1
• College Station	53.6	.0211	22.7	53.3	14.4	11.3	6.9	18.2
SUBURBAN TOTAL	14.7	.0058	32.3	9.0	17.0	23.6	21.9	5.4
CORPUS CHRISTI	**353.0**	**.1392**	**30.8**	**9.6**	**16.3**	**20.7**	**22.4**	**119.5**
Nueces	294.3	.1161	30.8	9.6	16.8	20.7	22.2	100.8
• Corpus Christi	260.2	.1026	30.8	9.6	17.2	20.8	22.0	90.4
San Patricio	58.7	.0231	30.7	9.4	14.1	20.6	23.4	18.7
SUBURBAN TOTAL	92.8	.0366	30.3	9.4	14.3	20.2	23.4	29.1
DALLAS	**2,665.1**	**1.0508**	**30.8**	**10.7**	**20.4**	**22.8**	**18.6**	**994.0**
Collin	286.8	.1131	31.1	8.7	20.1	27.1	15.0	104.3
Plano	139.8	.0651	31.1	8.0	18.8	30.0	12.6	48.3
Dallas	1,908.5	.7525	30.9	10.8	20.7	22.0	19.4	720.4
Carrollton	84.7	.0334	30.6	8.3	24.1	27.3	12.1	31.3
• Dallas	1,037.1	.4089	31.1	11.5	21.6	20.7	20.9	412.7
Garland	186.0	.0733	30.1	9.6	20.1	24.3	15.8	64.8
Grand Prairie	102.6	.0405	29.5	10.5	20.2	22.5	16.4	35.9
• Irving	159.7	.0630	30.0	13.1	25.4	21.0	16.2	64.9
Mesquite	104.5	.0412	29.5	9.4	21.3	22.4	15.9	36.8
Richardson	77.1	.0304	35.2	7.3	15.6	27.9	22.4	28.0
Denton	295.0	.1163	29.2	13.4	22.2	23.7	13.5	110.0
• Denton	71.5	.0282	26.6	26.5	18.5	17.5	16.9	27.8
Lewisville	50.2	.0198	29.0	12.6	25.1	22.3	12.6	19.0
Ellis	90.6	.0357	31.2	8.9	16.2	21.8	22.0	30.5
Kaufman	55.8	.0220	33.2	8.3	14.9	22.0	25.3	19.0
Rockwall	28.4	.0112	33.3	7.2	16.1	26.3	20.9	9.8
SUBURBAN TOTAL	1,396.8	.5507	30.8	8.9	19.4	24.8	17.1	488.6
DALLAS-FORT WORTH CONSOLIDATED AREA	*4,061.9*	*1.6015*	*30.9*	*10.6*	*20.2*	*22.6*	*19.1*	*1,513.1*
EL PASO	**617.2**	**.2433**	**28.2**	**11.8**	**16.6**	**19.1**	**19.6**	**185.5**
El Paso	617.2	.2433	28.2	11.8	16.6	19.1	19.6	185.5
• El Paso	537.6	.2120	28.9	11.3	16.5	19.3	20.7	166.8
SUBURBAN TOTAL	79.6	.0313	23.6	15.0	17.7	17.2	12.2	18.7

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Auto-motive ($000)	Drug ($000)
BRAZORIA	**1,135,072**	**307,484**	**90,314**	**175,692**	**23,435**	**288,170**	**37,397**
Brazoria	1,135,072	307,484	90,314	175,692	23,435	288,170	37,397
SUBURBAN TOTAL	1,135,072	307,484	90,314	175,692	23,435	288,170	37,397
BROWNSVILLE-HARLINGEN	**1,442,992**	**352,200**	**128,964**	**230,469**	**50,082**	**282,377**	**35,761**
Cameron	1,442,992	352,200	128,964	230,469	50,082	282,377	35,761
• Brownsville	669,022	171,621	49,171	126,909	25,394	112,976	14,445
• Harlingen	511,874	103,361	47,495	91,869	16,218	113,169	10,442
SUBURBAN TOTAL	262,096	77,218	32,298	11,691	8,470	56,232	10,874
BRYAN-COLLEGE STATION	**842,911**	**194,659**	**84,974**	**116,385**	**34,079**	**182,943**	**17,257**
Brazos	842,911	194,659	84,974	116,385	34,079	182,943	17,257
• Bryan	449,213	106,791	36,878	38,766	14,575	152,546	12,761
• College Station	386,297	85,724	47,545	77,619	19,286	28,319	4,496
SUBURBAN TOTAL	7,401	2,144	581		218	2,078	
CORPUS CHRISTI	**2,411,511**	**562,310**	**225,419**	**332,458**	**89,250**	**645,543**	**56,109**
Nueces	2,162,670	478,214	209,719	305,568	85,894	585,969	48,428
• Corpus Christi	2,028,856	429,456	196,968	291,688	84,867	559,737	46,739
San Patricio	248,841	84,096	15,700	26,890	3,356	59,574	7,681
SUBURBAN TOTAL	382,655	132,854	28,451	40,770	4,383	85,806	9,370
DALLAS	**24,500,160**	**4,621,584**	**2,500,459**	**2,960,324**	**1,161,007**	**6,355,506**	**585,362**
Collin	2,270,391	457,958	191,705	371,144	108,191	605,972	52,333
Plano	1,613,462	305,339	126,743	319,735	70,431	418,848	31,699
Dallas	19,326,349	3,453,484	2,107,519	2,281,050	990,244	4,871,515	463,929
Carrollton	722,708	162,202	61,149	107,913	25,778	165,581	23,727
• Dallas	11,239,348	1,862,629	1,322,556	1,368,717	585,559	2,659,073	259,157
Garland	1,111,398	330,295	103,536	50,138	69,602	258,644	32,143
Grand Prairie	579,092	163,031	44,628	65,816	10,670	163,635	22,259
• Irving	1,734,018	281,908	142,203	184,952	46,081	743,540	31,256
Mesquite	1,093,567	165,334	83,333	259,833	49,264	212,797	15,039
Richardson	1,097,883	178,791	79,704	119,324	68,473	290,790	22,364
Denton	1,867,462	456,340	134,919	215,048	45,745	609,570	20,837
• Denton	807,651	169,540	64,932	146,849	23,855	203,476	10,249
Lewisville	532,462	122,626	41,631	34,170	11,073	222,435	5,177
Ellis	470,884	125,444	37,928	39,509	8,311	131,078	24,405
Kaufman	390,631	97,084	19,550	34,844	6,412	103,310	16,549
Rockwall	174,443	31,274	8,838	18,729	2,104	34,061	7,209
SUBURBAN TOTAL	10,719,143	2,307,507	970,768	1,259,806	505,512	2,749,417	284,700
DALLAS-FORT WORTH CONSOLIDATED AREA	*35,902,357*	*6,959,284*	*3,493,980*	*4,470,318*	*1,681,786*	*9,450,103*	*726,079*
EL PASO	**3,716,231**	**725,650**	**321,707**	**606,645**	**185,975**	**793,575**	**89,873**
El Paso	3,716,231	725,650	321,707	606,645	185,975	793,575	89,873
• El Paso	3,619,860	696,226	307,923	602,949	181,627	790,248	89,526
SUBURBAN TOTAL	96,371	29,424	13,784	3,696	4,348	3,327	347

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TEXAS (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
FORT WORTH–ARLINGTON	1,396.8	.5507	31.1	10.6	19.5	22.2	20.1	519.1	11,402,197	2,337,700	993,521	1,509,994	520,779	3,094,597	340,717
Johnson	101.8	.0402	32.4	9.0	15.9	22.5	23.3	35.0	556,604	127,440	48,003	56,819	19,196	147,743	20,890
Parker	69.3	.0273	34.0	8.3	15.2	23.5	25.0	24.6	372,344	81,605	25,411	23,325	6,879	126,335	13,045
Tarrant	1,225.7	.4832	30.8	10.8	20.2	22.1	19.5	459.5	10,473,249	2,128,655	920,107	1,429,850	494,704	2,820,519	306,782
• Arlington	274.2	.1081	29.5	12.3	23.0	23.1	14.3	105.4	2,555,950	488,453	223,852	310,905	112,002	902,953	46,726
Bedford	45.8	.0181	32.2	10.0	19.6	28.5	16.1	18.4	339,318	128,769	36,098	13,887	5,734	69,496	9,605
• Fort Worth	462.9	.1849	30.8	11.6	19.8	19.3	22.4	176.2	4,273,555	796,718	411,061	502,215	222,695	1,284,712	134,121
North Richland Hills	48.1	.0190	31.1	10.0	19.7	24.0	18.3	17.7	514,828	61,472	48,928	86,907	23,355	176,281	18,949
SUBURBAN TOTAL	653.7	.2577	32.1	9.1	18.1	23.9	20.7	237.5	4,572,692	1,052,529	358,608	696,874	186,082	906,932	159,870
GALVESTON–TEXAS CITY	219.8	.0867	32.8	8.9	17.2	22.4	23.8	82.4	1,587,897	460,276	171,136	230,407	41,920	305,251	47,549
Galveston	219.8	.0867	32.8	8.9	17.2	22.4	23.8	82.4	1,587,897	460,276	171,136	230,407	41,920	305,251	47,549
• Galveston	59.7	.0236	33.0	10.4	18.4	19.3	26.9	24.5	483,451	146,413	76,134	50,707	17,032	62,437	14,350
• Texas City	41.3	.0163	32.9	9.4	15.1	21.6	25.2	15.3	312,801	80,372	26,119	39,133	8,659	97,100	10,394
SUBURBAN TOTAL	118.8	.0469	32.7	7.9	17.2	24.1	21.9	42.6	791,645	233,491	69,883	140,567	16,229	145,714	22,805
HOUSTON	3,370.6	1.3291	30.4	10.5	19.2	23.3	17.9	1,207.0	25,108,665	5,629,556	2,421,471	3,012,896	1,213,836	6,312,164	794,636
Fort Bend	242.1	.0956	29.9	7.7	18.3	26.7	13.9	75.6	923,447	266,833	57,326	88,869	28,356	253,740	30,590
Harris	2,862.0	1.1283	30.4	10.6	19.6	23.0	17.9	1,039.5	22,802,726	5,032,995	2,270,923	2,800,448	1,166,337	5,552,486	718,651
• Baytown	64.9	.0256	29.7	11.1	17.1	20.6	20.3	22.7	538,558	129,619	48,464	67,861	2,410	167,067	15,781
• Houston	1,665.9	.6579	30.7	11.4	20.1	21.8	19.7	624.7	17,025,386	3,509,255	1,785,333	1,959,162	954,085	4,359,929	508,702
Pasadena	121.2	.0478	29.5	11.2	18.5	20.6	19.3	42.6	732,273	207,643	71,257	149,515	31,575	83,598	36,135
Liberty	53.4	.0210	32.8	8.6	15.2	21.3	25.4	18.4	267,425	89,305	21,239	28,058	4,144	66,010	10,844
Montgomery	189.4	.0747	32.3	8.4	16.1	24.4	21.2	66.1	902,110	204,668	61,878	82,418	12,347	331,861	31,033
Waller	23.7	.0094	28.7	19.3	13.2	18.7	23.0	7.4	212,957	35,755	10,105	13,103	2,452	108,067	3,818
SUBURBAN TOTAL	1,639.8	.6456	30.2	9.0	18.4	25.2	16.1	559.6	7,544,721	1,990,682	587,672	985,873	257,341	1,785,168	270,153
HOUSTON–GALVESTON–BRAZORIA CONSOLIDATED AREA	3,784.7	1.4934	30.6	10.1	19.1	23.3	18.4	1,354.4	27,831,604	6,396,316	2,682,931	3,416,995	1,379,197	6,988,585	879,567
KILLEEN–TEMPLE	262.6	.1035	27.5	16.6	19.4	17.9	17.5	86.7	1,398,926	299,715	127,669	229,745	67,188	297,804	40,402
Bell	195.9	.0772	28.3	14.7	18.8	18.4	16.9	69.0	1,236,913	242,792	114,783	199,333	60,871	274,730	33,501
• Killeen	65.1	.0257	25.4	18.2	21.9	16.7	12.2	23.8	563,232	91,326	52,377	99,167	39,345	141,976	6,983
• Temple	47.3	.0186	33.9	9.5	16.1	19.2	29.0	18.6	501,878	90,353	43,074	97,063	18,490	116,826	15,708
Coryell	66.7	.0263	23.5	22.0	21.7	16.5	13.0	17.7	162,013	56,923	12,886	30,412	6,317	23,065	6,901
SUBURBAN TOTAL	150.2	.0592	26.9	18.1	19.5	18.1	16.0	44.3	333,816	118,036	32,218	33,515	9,353	39,002	17,311
LAREDO	139.2	.0549	25.7	11.9	15.6	17.5	18.0	35.8	899,643	233,965	68,528	140,269	63,807	113,506	12,543
Webb	139.2	.0549	25.7	11.9	15.6	17.5	18.0	35.8	899,643	233,965	68,528	140,269	63,807	113,506	12,543
• Laredo	128.4	.0506	26.1	12.1	15.5	17.7	18.6	33.2	890,746	231,547	68,528	140,269	62,292	111,584	13,344
SUBURBAN TOTAL	10.8	.0043	20.6	9.8	16.1	15.9	11.9	2.6	8,897	2,418			1,515	1,922	199
LONGVIEW–MARSHALL	164.6	.0645	33.2	9.4	15.3	20.4	26.8	61.2	1,400,761	279,961	110,100	149,300	68,257	354,810	61,458
Gregg	106.3	.0415	33.1	9.6	15.7	20.4	26.6	40.2	1,117,680	208,977	94,162	121,487	55,350	284,154	47,805
• Longview	70.6	.0278	32.7	10.0	16.3	20.1	26.2	27.3	829,407	169,397	76,347	104,463	50,753	187,263	35,204
Harrison	58.3	.0230	33.3	9.0	14.6	20.4	27.1	21.0	283,081	70,984	15,938	27,813	12,907	70,656	13,653
• Marshall	24.0	.0095	33.6	10.9	13.4	18.2	29.9	8.8	236,629	59,186	12,185	25,259	10,832	65,237	12,927
SUBURBAN TOTAL	69.0	.0272	33.5	9.2	15.0	21.5	26.3	25.1	334,725	61,378	22,568	19,578	6,672	102,310	13,327
LUBBOCK	226.5	.0893	29.3	15.9	17.1	18.9	21.4	82.9	2,025,939	334,762	204,994	258,332	82,172	551,037	38,220
Lubbock	226.5	.0893	29.3	15.9	17.1	18.9	21.4	82.9	2,025,939	334,762	204,994	258,332	82,172	551,037	38,220
• Lubbock	189.4	.0747	28.9	17.2	17.3	18.5	21.0	70.3	1,892,532	310,002	197,696	254,224	81,235	494,598	33,907
SUBURBAN TOTAL	37.1	.0146	31.4	9.3	15.5	20.7	23.8	12.6	133,407	24,760	7,298	4,108	937	56,439	4,313
McALLEN–EDINBURG–MISSION	403.5	.1599	26.3	11.2	14.1	17.6	20.1	108.8	2,028,729	496,061	141,733	374,680	93,019	391,053	39,126
Hidalgo	403.5	.1599	26.3	11.2	14.1	17.6	20.1	108.8	2,028,729	496,061	141,733	374,680	93,019	391,053	39,126
• Edinburg	31.6	.0125	26.7	13.9	15.9	17.5	19.3	8.9	188,106	58,256	14,350	23,086	5,363	54,070	4,530
• McAllen	88.8	.0350	29.0	10.7	14.7	20.0	21.2	26.1	1,069,475	162,657	73,643	185,965	60,229	207,747	17,886
• Mission	30.3	.0119	29.1	10.6	13.1	17.1	25.1	8.7	159,167	65,777	10,675	25,925	4,501	33,610	3,988
• Pharr	34.8	.0137	26.1	11.5	13.1	16.2	22.2	9.1	219,170	47,443	12,176	90,411	4,131	18,915	3,694
SUBURBAN TOTAL	218.0	.0868	24.8	11.0	13.9	17.0	18.7	56.0	392,811	161,928	30,909	49,293	18,795	76,711	9,028

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Houston Chronicle

Sources: Calculations computed by The Chronicle from the ABC Publisher's Statements for the six months ending March 31, 1992. ThisWeek distribution from The Chronicle Distribution Report, May, 1992.

Circle No. 211 on Reader Service Card

TEXAS (cont.)

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
MIDLAND	**108.1**	**.0426**	**30.8**	**8.1**	**17.9**	**20.9**	**21.5**	**39.5**	**857,033**	**221,346**	**61,319**	**142,993**	**23,188**	**184,842**	**29,680**
Midland	108.1	.0426	30.8	8.1	17.9	20.9	21.5	39.5	857,033	221,346	61,319	142,993	23,188	184,842	29,680
● Midland	90.7	.0358	30.9	8.3	17.9	20.6	22.0	33.7	829,236	219,538	60,696	142,993	22,789	183,153	29,303
SUBURBAN TOTAL	17.4	.0068	30.2	7.0	17.4	22.4	19.2	5.8	27,797	1,808	623		399	1,689	377
ODESSA	**117.2**	**.0463**	**30.3**	**9.2**	**16.8**	**20.0**	**22.0**	**41.7**	**852,792**	**218,941**	**76,784**	**118,371**	**26,298**	**219,378**	**23,414**
Ector	117.2	.0463	30.3	9.2	16.8	20.0	22.0	41.7	852,792	218,941	76,784	118,371	26,298	219,378	23,414
● Odessa	88.4	.0349	30.6	9.5	17.0	19.8	22.6	32.4	715,356	204,922	63,773	64,041	24,499	216,732	18,277
SUBURBAN TOTAL	28.8	.0114	29.3	8.0	16.8	20.4	20.0	9.3	137,436	14,019	13,011	54,330	1,799	2,646	5,137
SAN ANGELO	**100.6**	**.0396**	**31.6**	**12.3**	**15.9**	**19.4**	**25.1**	**36.2**	**715,038**	**138,651**	**64,832**	**97,293**	**35,797**	**170,472**	**15,321**
Tom Green	100.6	.0396	31.6	12.3	15.9	19.4	25.1	36.2	715,038	138,651	64,832	97,293	35,797	170,472	15,321
● San Angelo	86.3	.0340	31.1	13.1	16.2	18.7	24.9	31.3	683,814	136,152	63,789	90,871	35,539	165,702	15,278
SUBURBAN TOTAL	14.3	.0056	35.1	7.4	14.0	23.6	26.5	4.9	31,224	2,499	1,043	6,422	258	4,770	43
SAN ANTONIO	**1,355.4**	**.5345**	**30.8**	**10.9**	**17.0**	**20.6**	**22.2**	**469.8**	**9,836,767**	**2,075,157**	**1,117,620**	**1,143,198**	**444,729**	**2,384,388**	**259,138**
Bexar	1,232.2	.4858	30.4	11.2	17.2	20.6	21.5	425.4	9,040,233	1,905,102	1,052,084	1,081,257	409,008	2,137,970	246,717
● San Antonio	972.9	.3836	30.3	11.4	17.4	19.8	22.1	339.6	7,824,350	1,658,497	915,746	995,038	347,793	1,632,713	199,012
Comal	54.8	.0217	37.2	7.5	13.4	21.8	31.6	20.5	465,820	95,292	39,053	34,233	21,723	143,440	6,555
Guadalupe	68.4	.0270	32.7	9.3	15.5	21.0	25.5	23.9	330,714	74,763	26,483	27,708	13,998	102,978	5,866
SUBURBAN TOTAL	382.5	.1509	31.9	9.7	16.3	22.9	22.1	130.2	2,012,417	416,660	201,874	148,160	96,936	551,675	60,126
SHERMAN-DENISON	**95.6**	**.0377**	**35.6**	**9.1**	**14.6**	**20.3**	**30.5**	**37.1**	**785,566**	**165,708**	**52,983**	**120,691**	**23,397**	**197,974**	**33,305**
Grayson	95.6	.0377	35.6	9.1	14.6	20.3	30.5	37.1	785,566	165,708	52,983	120,691	23,397	197,974	33,305
● Denison	21.6	.0085	36.4	8.0	14.7	19.5	32.5	8.8	205,362	49,621	13,979	22,648	3,092	55,367	11,619
● Sherman	31.8	.0125	33.3	12.0	15.9	18.5	28.8	12.6	466,651	77,321	34,307	90,713	18,327	112,412	15,616
SUBURBAN TOTAL	42.2	.0167	36.8	7.4	13.6	22.1	30.7	15.7	113,553	38,766	4,697	7,330	1,978	30,195	6,070
TEXARKANA	**120.8**	**.0477**	**34.0**	**8.8**	**14.8**	**21.0**	**27.6**	**45.2**	**923,316**	**151,403**	**69,123**	**184,279**	**33,912**	**208,337**	**21,465**
Bowie	82.1	.0324	34.4	8.6	15.0	21.4	27.7	30.8	696,496	80,554	47,684	145,646	30,331	193,156	14,754
● Texarkana	31.8	.0125	34.3	9.1	14.4	19.4	29.7	12.5	520,450	43,593	38,065	136,239	26,395	150,551	7,012
Miller, Ark.	*38.7*	*.0153*	*33.2*	*9.3*	*14.7*	*20.0*	*27.4*	*14.4*	*226,820*	*70,849*	*21,439*	*38,633*	*2,581*	*15,181*	*6,711*
● Texarkana	*22.8*	*.0090*	*33.2*	*9.5*	*15.2*	*19.0*	*28.2*	*8.8*	*215,696*	*68,760*	*20,904*	*38,623*	*3,571*	*11,780*	*6,711*
SUBURBAN TOTAL	66.2	.0262	34.2	8.4	15.0	22.4	26.4	23.9	187,170	39,050	10,154	9,407	3,946	46,006	7,742
TYLER	**154.8**	**.0610**	**33.6**	**9.8**	**15.5**	**20.6**	**27.3**	**58.2**	**1,322,221**	**259,289**	**120,011**	**218,930**	**61,389**	**340,913**	**41,080**
Smith	154.8	.0610	33.6	9.8	15.5	20.6	27.3	58.2	1,322,221	259,289	120,011	218,930	61,389	340,913	41,080
● Tyler	77.1	.0304	33.0	11.7	15.8	19.4	27.4	30.1	1,191,364	215,611	112,179	216,925	56,693	315,357	35,955
SUBURBAN TOTAL	77.7	.0306	34.3	7.9	15.2	21.7	27.3	28.1	130,857	43,678	7,832	2,005	4,696	25,556	5,125
VICTORIA	**74.4**	**.0293**	**31.7**	**8.8**	**15.8**	**21.3**	**23.6**	**26.3**	**591,622**	**139,834**	**47,370**	**84,266**	**27,130**	**159,747**	**15,516**
Victoria	74.4	.0293	31.7	8.8	15.8	21.3	23.6	26.3	591,622	139,834	47,370	84,266	27,130	159,747	15,516
● Victoria	55.1	.0217	31.4	9.3	16.1	20.7	23.6	19.8	574,246	135,580	45,621	82,157	27,086	155,428	15,488
SUBURBAN TOTAL	19.3	.0076	32.7	7.5	15.0	22.9	23.6	6.5	17,376	4,254	1,749	2,109	44	4,319	28
WACO	**191.2**	**.0754**	**31.5**	**14.0**	**14.7**	**18.6**	**26.3**	**71.0**	**1,430,358**	**320,336**	**137,323**	**237,205**	**46,155**	**263,043**	**36,917**
McLennan	191.2	.0754	31.5	14.0	14.7	18.6	26.3	71.0	1,430,358	320,336	137,323	237,205	46,155	263,043	36,917
● Waco	104.7	.0413	29.6	18.6	14.8	15.5	26.5	39.9	1,096,652	217,341	114,102	183,502	39,157	202,017	25,068
SUBURBAN TOTAL	86.5	.0341	34.0	8.5	14.6	22.5	26.0	31.1	333,706	102,995	23,221	53,703	6,998	61,026	11,849

Daily San Antonio Express-News Circulation Lead

Was 21,655 Now 40,206

Over Competitive Daily Newspaper

DIFFERENT DIRECTIONS

San Antonio Express-News

Sunday San Antonio Express-News Circulation Lead

Was 46,780 Now 63,542

Over Competitive Sunday Newspaper

Source: ABC Fas Fax for 6 months ending 3-31-92 Vs. 3-31-91 - Mathmatical computations - Express-News Reaserch

Circle No. 213 on Reader Service Card

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
WICHITA FALLS	**122.3**	**.0482**	**32.1**	**11.7**	**16.8**	**18.8**	**26.3**	**45.2**
Wichita	122.3	.0482	32.1	11.7	16.8	18.8	26.3	45.2
* Wichita Falls	96.2	.0379	31.3	12.8	17.3	18.4	25.2	35.5
SUBURBAN TOTAL	26.1	.0103	35.5	7.6	14.8	20.4	30.4	9.7
OTHER COUNTIES								
Anderson	48.8	.0192	33.0	11.5	21.2	19.5	24.1	14.5
Andrews	13.8	.0055	29.4	8.4	15.3	19.1	22.3	4.6
Angelina	70.6	.0278	32.6	9.8	15.0	20.0	26.4	25.2
Aransas	18.1	.0071	38.6	7.1	12.8	18.7	36.0	7.1
Archer	8.0	.0032	35.1	7.0	14.7	20.8	29.4	3.0
Armstrong	2.0	.0008	39.0	5.3	11.6	17.7	37.5	.8
Atascosa	31.6	.0124	30.7	8.7	14.3	19.8	24.0	10.3
Austin	19.6	.0078	36.3	7.9	13.4	20.5	31.3	7.4
Bailey	6.8	.0027	32.2	8.0	13.8	18.5	27.7	2.4
Bandera	11.2	.0044	40.8	5.2	12.0	22.5	36.6	4.5
Bastrop	40.5	.0159	33.6	7.3	15.9	22.4	25.5	14.0
Baylor	4.2	.0017	43.4	6.1	11.1	18.5	42.0	1.9
Bee	25.3	.0100	30.0	10.3	15.7	18.5	23.7	8.7
Blanco	6.3	.0025	39.2	6.3	12.6	20.7	35.3	2.5
Borden	.8	.0003	36.5	5.4	14.4	19.7	32.0	.3
Bosque	15.4	.0061	41.4	6.8	11.5	18.4	39.8	6.1
Brewster	9.0	.0035	32.9	15.3	13.8	19.3	27.8	3.5
Briscoe	1.9	.0008	39.8	5.4	10.0	20.8	35.8	.8
Brooks	8.2	.0032	30.8	8.8	13.4	17.8	26.6	2.7
Brown	34.5	.0136	35.6	9.2	12.8	19.2	31.7	13.1
Burleson	13.6	.0054	36.0	7.8	13.6	18.4	32.8	5.2
Burnet	23.4	.0092	40.4	6.1	12.1	18.4	38.8	9.3
Caldwell	27.0	.0106	31.2	11.3	14.3	18.7	25.9	9.0
Calhoun	18.7	.0074	33.0	8.4	15.0	20.1	26.8	6.6
Callahan	12.0	.0047	37.3	6.1	13.0	20.1	33.2	4.7
Camp	10.1	.0040	36.7	8.2	12.9	19.5	32.8	3.9
Carson	6.4	.0025	35.1	6.0	13.9	19.6	30.4	2.4
Cass	30.2	.0119	36.2	7.8	13.1	19.8	31.8	11.4
Castro	9.0	.0036	28.6	8.4	13.7	18.2	23.0	2.9
Chambers	19.8	.0078	32.8	8.4	14.9	24.5	22.3	6.8
Cherokee	41.6	.0164	35.5	9.2	13.8	19.0	31.6	15.2
Childress	5.8	.0022	40.0	6.4	11.0	18.5	37.9	2.4
Clay	10.0	.0040	37.9	6.1	13.6	20.4	33.6	3.8
Cochran	4.2	.0016	30.3	8.7	14.5	16.2	26.9	1.4
Coke	3.4	.0014	44.2	5.0	11.1	16.6	44.0	1.4
Coleman	9.5	.0037	42.1	6.2	11.3	16.7	41.6	4.0

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
WICHITA FALLS	**968,316**	**138,894**	**115,506**	**182,024**	**38,575**	**211,219**	**37,676**
Wichita	968,316	138,894	115,506	182,024	38,575	211,219	37,676
* Wichita Falls	829,763	115,356	99,644	147,474	37,144	181,574	27,331
SUBURBAN TOTAL	138,553	23,538	15,862	34,550	1,431	29,645	10,345
OTHER COUNTIES							
Anderson	240,197	61,496	19,584	30,441	6,775	46,222	17,806
Andrews	68,134	17,153	4,861	5,132	1,778	20,345	3,906
Angelina	460,134	111,277	38,206	77,174	17,938	105,396	22,178
Aransas	112,622	42,463	9,648	13,832	2,523	17,309	2,239
Archer	15,829	5,409	1,155	190	406	2,987	476
Armstrong	4,199	770	920		56	470	163
Atascosa	134,000	47,485	8,308	20,259	1,160	21,264	1,946
Austin	115,744	23,052	9,248	16,284	773	20,768	5,898
Bailey	30,047	11,681	1,879	2,405	1,028	4,844	432
Bandera	35,821	15,726	3,611	151	225	7,436	
Bastrop	142,858	38,894	8,292	14,994	2,733	45,620	4,719
Baylor	17,786	6,356	1,511	730	340	3,513	892
Bee	137,156	31,120	11,939	13,534	3,022	43,029	5,194
Blanco	12,945	3,188	1,918	253	993	2,157	451
Borden	643	643					
Bosque	49,705	15,634	2,550	1,055	797	5,840	2,960
Brewster	50,898	12,431	5,880	2,955	1,186	9,851	3,775
Briscoe	5,640	1,701	453	69	62	397	
Brooks	45,765	16,217	3,644	5,625	1,425	7,639	729
Brown	206,607	55,930	16,886	34,724	6,987	43,526	11,022
Burleson	38,492	9,073	3,031	9,515	270	10,819	1,313
Burnet	166,671	33,324	14,825	40,590	2,995	26,975	3,097
Caldwell	112,989	46,057	9,690	8,934	2,617	17,934	3,014
Calhoun	89,076	32,548	8,628	3,900	2,663	17,800	2,074
Callahan	35,491	11,312	2,985	1,199	131	11,130	1,732
Camp	76,904	20,820	2,188	1,608	5,715	19,198	3,581
Carson	25,825	7,240	2,668		144	3,386	204
Cass	145,046	54,381	8,974	8,955	4,236	24,213	4,267
Castro	29,670	11,308	1,456	854	285	3,512	1,824
Chambers	81,237	26,500	9,766	1,909	178	25,898	2,423
Cherokee	204,358	53,097	12,201	17,466	5,196	58,116	9,156
Childress	39,949	11,947	3,222	719	1,661	2,771	1,629
Clay	25,832	6,883	1,806	148	58	4,489	512
Cochran	10,055	2,130	731		450	3,990	672
Coke	12,377	3,599	647	183	9	6,813	
Coleman	37,749	11,694	1,860	1,967	650	8,575	1,590

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San Antonio Light
We're Your Paper.
A Hearst Newspaper

Whether you want to reach the entire San Antonio market, or a very elite portion of it, the San Antonio Light and ADSystem can help.

Using a variety of compelling advertising products, The Light can help you target a big market–as much as 90% of all San Antonio households–or a small market like your credit card list or residents of a particular area of town.

Experience the advantages of doorstep delivery through the San Antonio Light's ADSystem! It's efficient, timely and more cost effective than direct mail!

San Antonio Light specialty advertising products include Value Clipper Magazine, Best Homes, Fiesta Magazine, LightPlus (TMC), and the national magazines of Publisher's Express.

Circle No. 214 on Reader Service Card

TEXAS (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Collingsworth	3.5	.0014	38.9	6.7	11.7	17.0	37.8	1.4	11,262	3,552	1,155	1,937	106	942	275
Colorado	17.9	.0070	38.0	6.7	12.7	18.5	35.4	6.9	128,625	34,638	18,147	10,384	2,970	25,949	2,333
Comanche	13.3	.0052	41.8	7.0	11.3	17.9	40.2	5.3	65,234	24,398	3,373	2,580	1,622	16,418	1,196
Concho	3.0	.0012	36.4	8.4	16.4	19.7	32.3	1.0	13,640	1,572	1,071	1,299	66	6,630	232
Cooke	31.9	.0126	34.8	7.9	14.1	20.0	29.6	12.0	203,911	52,039	17,259	20,653	4,030	36,967	8,367
Cottle	2.1	.0008	41.9	5.5	11.0	16.9	40.9	.9	15,085	5,382	888	746	271	3,379	1,392
Crane	4.5	.0018	29.7	8.1	14.7	20.6	21.5	1.5	19,089	7,514	1,318	1,530	206	3,481	593
Crockett	3.9	.0015	33.4	6.8	14.7	21.3	26.4	1.4	18,911	2,908	1,321	549	370	3,141	413
Crosby	7.1	.0028	33.3	7.8	12.9	16.8	31.0	2.5	18,424	7,307	1,574	1,775	218	3,367	985
Culberson	3.4	.0013	29.2	9.7	13.4	20.1	22.1	1.1	32,873	4,184	3,213	139	149	6,732	94
Dallam	5.2	.0021	33.2	7.1	15.2	18.6	28.6	2.1	38,601	8,615	3,694	3,260	426	9,862	3,099
Dawson	13.7	.0054	33.0	7.5	13.3	18.0	29.4	4.9	79,792	26,988	5,600	4,049	591	16,056	3,470
Deaf Smith	18.9	.0074	28.6	9.2	14.2	18.1	22.8	6.1	98,731	28,488	7,666	5,291	1,770	22,876	2,340
Delta	5.0	.0020	40.1	8.0	11.9	17.3	38.6	1.9	14,409	4,416	1,190	250	90	3,371	
De Witt	18.6	.0073	37.9	6.7	12.7	18.0	35.7	7.1	84,713	30,322	7,269	8,642	1,578	15,616	6,914
Dickens	2.4	.0010	42.6	6.7	10.2	17.6	41.6	1.0	9,711	5,602	908	474	47	763	211
Dimmit	10.2	.0040	28.1	9.6	12.4	18.7	22.8	3.0	35,011	11,719	3,504	9,166	216	3,024	1,469
Donley	3.7	.0015	42.6	9.5	10.2	16.3	42.2	1.5	16,478	2,143	1,442	379	350	9,247	1,240
Duval	12.8	.0050	30.5	9.5	13.7	17.8	26.1	4.1	26,694	10,827	1,698	1,196	285	2,266	686
Eastland	18.1	.0071	39.6	9.1	11.8	17.2	38.4	7.2	102,702	25,284	7,491	15,917	1,206	32,170	5,141
Edwards	2.3	.0009	32.8	7.0	12.5	20.4	26.7	.8	6,956	2,450	91	169		725	
Erath	29.0	.0115	31.4	16.9	13.9	17.2	27.8	11.2	182,530	43,123	15,622	15,220	3,588	45,377	7,506
Falls	17.5	.0069	35.7	9.2	14.3	16.7	34.1	6.4	49,385	20,552	3,300	7,878	1,143	3,204	1,968
Fannin	25.0	.0098	39.3	7.5	12.6	19.0	36.6	9.8	121,381	28,621	7,617	10,073	737	37,655	3,567
Fayette	19.9	.0079	40.2	6.4	12.6	18.6	38.3	8.1	148,913	49,935	16,023	16,488	1,413	25,320	3,543
Fisher	4.8	.0019	39.9	6.8	11.6	18.4	37.8	1.9	12,441	5,620	695	319	439	2,371	1,159
Floyd	8.4	.0033	33.0	8.2	12.5	17.1	30.4	2.9	34,556	10,218	1,712	255	172	9,475	1,934
Foard	1.7	.0006	41.1	6.9	11.7	16.1	41.0	.7	2,475	1,271	288			402	98
Franklin	7.9	.0031	38.6	7.0	12.7	19.2	35.6	3.0	28,063	9,257	1,814	1,276	948	4,630	1,709
Freestone	15.6	.0062	37.2	6.8	13.0	19.7	33.4	6.0	65,112	18,962	8,197	1,531	692	20,860	1,928
Frio	13.6	.0053	28.7	9.7	14.5	18.2	22.6	4.1	50,155	11,478	3,891	10,351	1,698	4,531	1,306
Gaines	13.9	.0055	27.9	8.9	15.4	17.5	21.6	4.5	45,606	17,057	3,924	8,892	1,917	7,111	2,807
Garza	5.0	.0019	33.3	7.1	13.2	18.3	29.5	1.8	20,477	6,802	1,274	681	873	4,672	859
Gillespie	17.7	.0070	42.4	5.6	11.4	18.3	41.3	6.9	116,016	37,594	9,326	4,569	5,615	17,895	3,438
Glasscock	1.5	.0006	28.6	8.4	16.7	19.0	20.3	.5	1,915	1,063	130			157	
Goliad	6.1	.0024	36.6	6.5	13.7	19.9	32.3	2.2	18,222	5,765	1,696	1,040	315	3,500	
Gonzales	17.2	.0068	34.6	8.2	13.4	17.3	32.1	6.2	78,686	15,715	6,768	11,538	906	18,735	2,481
Gray	22.9	.0090	36.6	7.1	14.1	19.0	33.2	9.2	139,189	20,176	11,522	20,809	7,177	33,466	8,637
Grimes	19.5	.0077	32.7	10.6	16.7	19.9	26.4	6.2	71,005	15,296	4,710	10,569	166	25,134	2,273
Hale	34.6	.0136	30.0	10.1	14.8	17.4	25.3	11.6	233,603	74,483	19,634	37,821	5,560	46,333	10,431
Hall	3.6	.0015	43.6	6.3	10.0	16.7	43.2	1.6	15,301	4,652	1,470	265	320	3,060	686
Hamilton	7.7	.0030	43.8	6.3	11.4	16.8	43.1	3.2	27,832	11,950	1,430	587	1,145	3,957	2,086
Hansford	3.7	.0022	33.3	7.8	14.0	20.1	27.6	2.1	28,939	8,455	1,111	1,968	253	8,008	1,216
Hardeman	5.1	.0020	39.7	6.8	11.6	17.3	38.3	2.1	18,776	7,496	3,107	732	129	4,227	416
Hartley	3.6	.0014	37.7	5.3	11.8	23.0	31.1	1.3	12,541	4,829	45		1,308	4,638	
Haskell	6.6	.0026	41.0	5.9	12.1	16.6	40.4	2.7	39,802	11,464	1,790	2,838	1,064	14,256	2,300
Hemphill	3.4	.0014	34.2	6.1	14.1	22.2	26.6	1.3	16,719	5,456	2,145	153	149	1,948	1,427
Henderson	40.9	.0160	39.5	7.8	12.3	18.7	36.9	23.9	293,127	51,026	19,785	43,606	7,819	53,361	13,549
Hill	27.6	.0108	39.5	7.9	12.2	18.3	36.2	10.4	172,994	37,565	13,745	15,379	2,697	46,089	5,603
Hockley	23.8	.0094	29.3	10.9	15.2	18.3	23.1	7.8	118,442	38,551	8,484	14,431	311	27,455	5,665
Hood	32.1	.0127	37.5	6.3	14.4	21.2	32.5	12.4	223,101	63,272	14,666	13,693	8,680	58,355	13,560
Hopkins	29.4	.0116	35.0	8.9	14.3	20.2	29.8	11.1	212,353	44,480	13,305	15,435	4,842	67,388	7,326
Houston	21.9	.0086	36.7	7.4	15.1	18.9	33.4	7.5	92,234	27,889	3,723	8,070	1,943	24,152	4,557
Howard	31.4	.0124	34.4	8.4	15.5	19.2	29.8	11.1	191,372	46,994	15,882	21,400	5,648	33,019	12,800
Hudspeth	3.0	.0012	30.4	9.1	15.5	19.6	23.3	.9	6,479	768	1,830	149	210	261	
Hunt	66.0	.0260	34.2	9.7	14.8	20.2	28.6	24.7	395,288	90,866	34,024	39,916	14,659	72,798	15,450
Hutchinson	24.7	.0097	34.4	7.4	14.3	19.4	29.7	9.3	127,938	38,961	9,744	7,327	3,168	28,918	12,404
Irion	1.6	.0007	34.7	8.0	13.7	21.9	27.7	.6	2,840	1,278	108				
Jack	6.8	.0026	37.8	6.1	13.5	18.7	34.9	2.7	21,840	9,345	2,293	286	86	2,968	1,602
Jackson	12.7	.0050	36.2	7.0	13.0	19.7	32.0	4.7	60,476	23,036	3,726	5,404	1,772	11,668	2,221
Jasper	31.2	.0123	33.6	7.6	13.1	19.4	31.4	11.4	195,485	52,052	10,223	23,910	6,088	42,304	8,927
Jeff Davis	2.0	.0008	39.2	6.6	10.7	20.2	35.7	.8	6,856	4,944	369	89		477	357
Jim Hogg	5.0	.0020	31.1	9.2	13.2	17.8	27.0	1.7	19,347	9,289	1,850	905	204	4,128	509
Jim Wells	37.1	.0146	30.1	9.0	14.0	19.3	25.0	11.8	167,877	41,023	13,608	19,689	3,252	40,390	7,371
Jones	16.2	.0064	37.0	7.0	12.7	18.8	33.8	6.1	57,144	16,100	3,188	2,607	663	19,822	3,837
Karnes	12.2	.0048	34.9	7.3	13.2	16.4	32.3	4.3	44,385	12,933	3,724	9,303	1,016	6,972	1,354
Kendall	15.6	.0061	37.2	7.8	13.3	22.6	30.8	5.8	142,614	40,722	6,629	1,617	286	61,759	2,412
Kenedy	.4	.0002	32.6	7.3	16.7	17.3	28.7	.1	987	527		221			
Kent	1.0	.0004	41.2	4.4	11.7	19.0	38.8	.4	5,191	724		408		2,848	
Kerr	37.0	.0146	41.1	6.9	12.1	17.7	39.9	14.8	257,198	56,037	25,410	42,111	6,751	52,808	9,912
Kimble	4.1	.0016	41.2	5.3	10.8	19.7	38.6	1.6	23,613	5,710	3,317	447	174	5,249	781
King	.4	.0001	32.0	7.8	16.0	24.7	20.6	.1	568	31	87			61	
Kinney	3.3	.0013	39.7	6.8	12.1	16.0	39.6	1.2	5,801	3,037	373	205		93	
Kleberg	29.5	.0117	28.3	15.3	15.7	17.9	21.6	9.7	177,186	65,838	19,139	17,191	4,532	26,925	4,817

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Knox	4.7	.0018	38.3	6.0	12.4	16.7	37.3	1.9	15,599	7,343	588	792	171	752	1,813
Lamar	44.3	.0175	35.7	9.4	13.5	19.5	31.3	16.9	314,202	62,796	25,239	38,681	13,151	61,899	13,359
Lamb	14.6	.0058	34.5	7.7	12.8	16.8	32.7	5.3	49,834	21,353	3,486	4,131	1,159	6,937	1,253
Lampasas	13.8	.0054	36.0	7.9	13.0	20.2	31.0	5.2	63,396	18,049	4,065	2,528	1,430	14,414	3,646
La Salle	5.1	.0020	30.6	9.1	13.7	18.6	25.3	1.7	22,375	6,531	1,120	2,075	18	481	400
Lavaca	18.3	.0072	40.1	6.8	12.1	18.0	38.4	7.2	98,917	27,825	5,886	7,931	2,955	20,976	4,736
Lee	12.8	.0051	34.1	7.4	14.2	19.1	29.6	4.7	64,492	23,987	5,046	11,174	3,048	9,462	2,763
Leon	12.7	.0050	38.3	6.9	12.9	17.8	36.3	5.0	66,871	25,351	3,035	1,219	808	7,886	2,367
Limestone	21.1	.0083	36.8	7.1	14.0	19.3	33.1	7.7	119,304	32,085	8,163	15,356	1,773	24,169	5,620
Lipscomb	2.9	.0012	36.3	4.9	14.3	19.4	32.4	1.2	8,675	3,394	808	516	164	307	172
Live Oak	10.1	.0040	37.2	6.8	12.6	20.0	33.1	3.4	63,220	33,655	2,178	1,924	1,124	5,290	1,945
Llano	12.0	.0047	55.0	4.4	8.4	15.6	55.1	5.5	60,693	18,823	7,586	1,996	1,588	9,334	1,845
Loving	.1	.0000	36.4	8.0	14.0	21.0	31.0	.1	67						
Lynn	6.5	.0026	32.8	8.0	14.4	16.2	30.7	2.3	13,504	4,562	757	375	51	2,790	881
McCulloch	8.9	.0035	38.3	7.2	11.4	18.1	36.2	3.4	64,566	15,976	3,357	9,914	4,578	11,799	1,289
McMullen	.8	.0003	38.3	7.1	13.0	21.3	33.7	.3	1,272	650	303	93			
Madison	11.3	.0045	31.3	17.3	17.2	15.8	27.9	3.3	54,615	14,749	6,226	8,835	964	6,041	3,553
Marion	9.9	.0039	40.1	6.5	12.2	18.6	37.9	4.0	35,370	12,202	2,608	228	202	8,080	483
Martin	4.9	.0019	30.6	7.5	14.2	19.0	24.8	1.6	27,207	6,528	1,673	123		13,453	834
Mason	3.3	.0013	42.8	5.6	11.1	18.5	41.2	1.4	21,687	6,835	6,278	1,333	885	2,877	140
Matagorda	36.4	.0144	31.5	8.0	16.0	20.0	24.4	12.9	222,878	80,376	18,528	20,263	7,512	45,927	9,091
Maverick	37.6	.0148	25.7	10.5	13.2	18.2	19.6	10.1	153,575	38,954	9,093	27,152	6,686	15,242	1,115
Medina	28.4	.0112	33.6	8.3	13.8	19.9	28.1	9.5	182,889	57,857	6,485	14,855	899	61,680	3,062
Menard	2.2	.0009	41.3	5.4	12.1	17.9	39.9	.9	4,085	1,696	332		44	227	136
Milam	22.6	.0089	36.4	7.4	12.5	18.9	33.0	8.6	107,131	45,287	6,312	9,884	1,913	19,480	5,299
Mills	4.5	.0018	43.1	5.3	10.4	18.5	41.7	1.8	19,364	4,954	986	747	824	5,271	1,229
Mitchell	7.8	.0030	37.8	6.9	11.9	17.5	36.1	3.0	42,972	15,370	2,685	632	1,325	8,422	2,311
Montague	17.1	.0068	40.2	6.7	12.2	18.4	38.0	6.8	90,802	26,413	5,992	11,080	2,080	21,150	5,346
Moore	17.9	.0070	29.5	9.3	16.2	18.8	22.3	6.1	104,089	25,871	9,356	15,399	2,866	19,284	4,922
Morris	13.0	.0051	36.4	7.0	13.6	19.1	32.8	4.9	34,841	13,580	2,186	1,381	498	8,172	2,400
Motley	1.5	.0006	43.9	5.5	10.6	18.4	42.3	.6	5,296	2,207	507		65	633	346
Nacogdoches	56.0	.0221	28.1	22.2	13.8	17.5	22.9	20.6	391,531	87,839	38,217	37,746	15,667	89,831	20,160
Navarro	40.5	.0160	34.7	9.3	13.9	18.7	30.9	15.0	272,169	64,088	19,185	27,405	6,619	44,560	9,036
Newton	13.6	.0053	33.9	8.3	13.4	19.7	28.8	4.9	30,196	16,863	1,470	856	330	2,639	659
Nolan	16.5	.0065	35.0	8.5	13.5	19.1	30.9	6.1	83,548	20,161	6,324	7,563	1,225	15,857	4,694
Ochiltree	8.7	.0034	31.7	7.6	17.0	20.2	24.1	3.1	46,399	14,038	3,316	3,527	1,097	9,652	3,025
Oldham	2.3	.0009	27.7	5.7	11.9	17.7	23.6	.7	6,685	1,657	817			1,781	
Palo Pinto	24.8	.0098	36.1	8.0	13.9	19.3	32.2	9.5	158,426	45,520	13,259	18,541	3,676	42,062	5,832
Panola	22.3	.0088	35.1	8.2	13.5	20.2	30.2	8.4	106,562	20,080	6,743	9,221	1,464	34,126	8,712
Parmer	9.6	.0038	30.7	8.3	14.5	18.7	25.1	3.2	35,718	13,741	1,000	1,562	861	6,072	1,341
Pecos	14.3	.0057	29.9	8.6	13.8	19.2	23.7	4.6	74,227	24,814	4,695	12,328	1,583	7,939	2,494
Polk	31.9	.0125	40.2	7.0	11.7	16.0	38.4	12.3	181,538	54,068	13,946	22,593	5,095	37,575	6,815
Presidio	7.0	.0028	31.7	9.0	11.9	17.9	28.2	2.4	28,765	11,195	841	7,630	1,008	2,469	104
Rains	7.2	.0028	38.5	7.0	13.0	19.8	35.0	2.8	21,334	5,939	1,367		3,598	1,811	1,050
Reagan	4.3	.0017	27.0	8.3	16.3	19.8	17.2	1.3	21,601	6,167	3,489	1,069	66	4,031	268
Real	2.5	.0010	41.5	8.5	9.8	18.6	39.3	.9	10,580	3,625	906	348	92	1,161	100
Red River	14.2	.0056	39.8	7.9	12.0	18.4	37.6	5.6	52,417	26,081	1,451	5,718	1,231	3,849	2,301
Reeves	15.5	.0061	29.4	9.6	15.0	18.4	23.1	4.7	68,243	18,903	2,740	8,815	2,045	14,471	3,393
Refugio	7.8	.0030	35.7	8.0	13.5	19.0	31.9	2.9	40,732	14,431	3,443	825	790	7,425	1,044
Roberts	1.0	.0004	35.6	4.5	14.3	24.0	27.0	.4	2,026	1,539	26				
Robertson	15.5	.0062	34.7	8.3	13.3	17.1	32.5	5.8	56,125	21,761	4,448	5,661	509	10,471	3,014
Runnels	11.1	.0043	37.7	7.1	12.0	18.3	35.2	4.3	35,210	10,897	2,739	1,636	420	6,747	2,178
Rusk	44.1	.0174	35.6	7.6	13.7	19.7	31.0	16.5	152,909	51,552	12,246	15,232	5,319	19,058	7,644
Sabine	9.8	.0039	47.0	6.3	10.1	16.0	46.4	4.1	45,123	19,497	2,403	1,599	3,812	5,512	1,642
San Augustine	8.0	.0031	40.9	7.3	11.6	16.4	40.0	3.1	36,617	10,173	1,408	1,557	1,488	11,348	2,231
San Jacinto	16.9	.0067	37.9	7.0	12.6	19.7	34.2	6.4	39,349	20,822	1,435	60	51	6,192	
San Saba	5.4	.0022	40.0	6.9	10.8	18.2	38.1	2.1	27,106	8,817	1,732	795	211	2,453	791
Schleicher	2.8	.0011	33.9	5.5	13.1	19.1	29.4	1.0	5,598	1,940	427	507		128	
Scurry	18.0	.0071	32.9	8.4	16.1	19.6	27.1	6.2	105,927	19,767	11,820	6,971	2,874	20,110	6,088
Shackelford	3.1	.0012	38.1	5.1	13.6	18.7	35.6	1.3	10,627	3,552	547	187	77	501	775
Shelby	22.3	.0088	37.3	8.1	12.7	18.2	34.6	8.6	112,809	33,127	3,856	9,625	6,596	15,003	7,988
Sherman	2.8	.0011	35.2	7.1	13.1	21.5	28.8	1.0	9,180	2,012	999	181		2,305	372
Somervell	5.8	.0023	32.0	7.9	14.2	22.2	23.5	2.1	22,711	12,014	2,496	543	327	629	92
Starr	43.2	.0170	24.1	11.6	14.1	17.2	17.2	11.0	111,731	49,682	7,688	3,657	6,300	9,557	1,263
Stephens	8.6	.0034	37.6	6.5	12.6	19.0	34.4	3.4	56,198	14,741	3,399	9,354	170	14,852	3,775
Sterling	1.4	.0006	30.2	6.8	18.3	17.7	23.5	.5	5,354	3,530	603			70	
Stonewall	2.0	.0008	38.4	6.1	14.1	16.3	37.5	.8	5,496	2,831	270			115	375
Sutton	3.9	.0015	32.6	8.3	14.1	23.3	24.3	1.4	16,028	5,748	1,660	806	450	1,159	546
Swisher	8.0	.0032	34.8	7.6	12.5	17.5	32.2	2.9	28,567	10,441	1,752	964	647	7,280	2,249
Terrell	1.4	.0005	36.7	5.0	12.8	21.6	30.9	.5	4,939	640	653	724	49	232	
Terry	12.9	.0051	31.6	7.9	13.5	18.0	27.4	4.3	62,490	21,173	4,601	4,956	320	15,083	3,784
Throckmorton	1.7	.0007	41.2	5.6	12.7	18.0	39.8	.8	4,708	1,325	474		53	442	313
Titus	24.3	.0096	33.2	9.4	14.5	19.1	28.3	8.5	191,993	31,103	16,411	29,719	7,671	56,068	8,539
Trinity	11.7	.0046	41.5	6.8	12.1	17.2	40.3	4.8	55,039	22,388	2,547	573	740	9,989	3,242

METRO & COUNTY TOTALS

TEXAS (cont.)

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	House-holds (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Tyler	17.0	.0067	40.3	6.9	11.6	18.4	38.0	6.1	76,277	21,606	2,731	12,519	1,615	20,364	2,487
Upshur	31.5	.0124	34.6	8.8	14.0	20.2	29.2	11.4	140,046	29,515	5,655	17,716	2,9[illegible]7	22,910	5,090
Upton	4.3	.0017	29.4	7.7	14.8	19.6	22.2	1.5	11,446	6,553	1,068	394	172	842	282
Uvalde	23.6	.0093	30.3	10.6	13.3	18.4	25.3	7.7	165,517	46,520	10,004	19,749	2,041	24,956	2,542
Val Verde	39.4	.0156	28.4	11.5	15.1	18.0	22.1	12.0	210,174	56,388	21,665	33,955	10,572	37,435	2,262
Van Zandt	39.3	.0155	38.4	7.3	12.3	19.8	34.8	14.8	180,212	46,792	9,595	15,059	4,057	52,274	8,777
Walker	53.1	.0209	30.6	19.6	19.5	22.0	19.5	15.6	303,238	61,259	29,512	32,684	4,688	59,123	10,926
Ward	12.5	.0049	30.6	8.5	14.5	19.4	24.2	4.2	44,570	13,635	5,131	3,439	1,171	7,783	2,933
Washington	26.6	.0105	34.8	10.5	14.1	18.7	31.0	9.8	181,064	49,509	13,307	11,343	7,304	44,690	8,352
Wharton	39.6	.0156	33.0	8.6	14.3	19.3	27.8	14.1	231,604	73,962	16,458	13,570	7,791	54,291	9,053
Wheeler	5.6	.0022	39.5	5.5	11.9	18.5	37.2	2.2	30,300	10,290	2,084	647	826	5,338	1,709
Wilbarger	14.7	.0058	35.8	8.3	14.1	18.8	32.2	5.6	89,806	17,291	6,263	9,411	2,402	16,606	5,660
Willacy	17.8	.0070	27.8	9.5	13.7	16.9	23.2	5.0	56,271	21,080	2,474	6,414	1,764	11,048	3,552
Wilson	23.9	.0094	32.3	8.3	14.6	20.6	25.4	7.9	93,370	23,278	3,863	12,253	523	29,305	3,611
Winkler	8.1	.0032	31.1	7.5	14.9	17.8	26.3	2.7	32,258	15,282	1,799	2,509	895	3,840	419
Wise	35.7	.0141	33.9	8.0	15.2	21.8	26.5	12.5	259,456	49,254	16,036	15,656	1,169	125,965	3,945
Wood	30.2	.0119	40.2	7.4	11.8	18.9	37.7	11.8	164,962	42,462	9,475	19,769	4,758	32,189	6,490
Yoakum	8.7	.0034	29.3	7.7	16.7	19.8	20.6	2.8	38,906	19,449	2,215	1,546	1,031	7,371	584
Young	17.6	.0070	37.0	6.5	14.0	19.5	33.2	6.9	111,211	23,982	7,523	15,804	3,000	22,580	4,706
Zapata	9.8	.0038	29.5	9.2	12.9	16.7	26.2	3.0	19,077	8,917	2,122	1,111	259	2,221	575
Zavala	12.3	.0049	27.0	11.0	13.9	17.1	21.9	3.4	23,121	14,091	1,502	348	642	2,381	719
TOTAL METRO COUNTIES	**14,294.4**	**5.6363**	**30.4**	**11.1**	**18.4**	**21.5**	**20.1**	**5,091.6**	**110,048,187**	**23,166,213**	**10,655,129**	**14,466,714**	**4,997,128**	**26,967,152**	**3,037,734**
TOTAL STATE	**17,434.7**	**6.8741**	**31.0**	**10.7**	**17.5**	**21.1**	**21.9**	**6,222.6**	**126,161,041**	**27,693,846**	**11,870,240**	**16,081,576**	**5,406,609**	**30,426,270**	**3,699,444**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ABILENE	**1,521,975**	**27,406**	**20.3**	**28.1**	**18.0**	**18.7**	**.0453**
Taylor	1,521,975	27,406	20.3	28.1	18.0	18.7	.0453
• Abilene	1,364,857	27,456	20.3	28.4	17.8	18.8	.0409
SUBURBAN TOTAL	157,118	26,943	20.2	25.8	19.3	17.7	.0044
AMARILLO	**2,533,257**	**27,619**	**19.8**	**27.1**	**17.8**	**19.6**	**.0805**
Potter	1,010,825	21,764	24.8	28.4	14.4	11.0	.0401
• Amarillo	1,992,191	26,194	21.0	28.0	17.0	17.3	.0679
Randall	1,522,432	34,721	14.7	25.8	21.2	28.4	.0404
SUBURBAN TOTAL	541,066	36,258	14.4	22.4	21.2	30.7	.0126
AUSTIN	**12,816,120**	**31,835**	**16.8**	**24.5**	**18.7**	**26.5**	**.3439**
Hays	834,218	27,839	18.2	22.7	16.9	22.8	.0230
Travis	9,809,809	31,023	17.3	24.9	18.3	25.7	.2679
• Austin	7,522,760	28,679	18.6	25.9	17.8	22.3	.2237
Williamson	2,172,093	37,251	13.8	23.4	21.6	31.9	.0530
SUBURBAN TOTAL	5,293,360	37,773	13.6	22.2	20.3	33.7	.1202
BEAUMONT–PORT ARTHUR	**4,514,844**	**27,704**	**18.9**	**23.8**	**18.6**	**20.6**	**.1336**
Hardin	506,501	28,695	18.6	25.5	18.7	21.2	.0135
Jefferson	3,052,392	27,272	18.9	23.4	18.1	20.7	.0935
• Beaumont	1,496,996	26,679	19.0	22.9	17.4	20.8	.0497
• Port Arthur	598,556	20,451	22.3	22.9	14.0	13.9	.0199
Orange	955,951	28,472	16.9	24.4	20.1	20.3	.0266
SUBURBAN TOTAL	2,419,292	30,773	17.7	24.8	20.8	22.7	.0640
BRAZORIA	**2,698,507**	**36,422**	**13.8**	**24.3**	**21.3**	**30.7**	**.0701**
Brazoria	2,698,507	36,422	13.8	24.3	21.3	30.7	.0701
SUBURBAN TOTAL	2,698,507	36,422	13.8	24.3	21.3	30.7	.0701

EFFECTIVE BUYING INCOME

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(A) $10,000-$19,999
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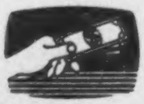
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BROWNSVILLE–HARLINGEN	**2,056,785**	**19,881**	**24.9**	**24.2**	**12.7**	**12.8**	**.0725**
Cameron	2,056,785	19,881	24.9	24.2	12.7	12.8	.0725
• Brownsville	686,918	18,576	26.0	23.6	11.6	11.4	.0283
• Harlingen	492,992	23,581	21.1	24.4	15.8	16.4	.0190
SUBURBAN TOTAL	876,875	19,590	25.8	24.6	12.1	12.2	.0252
BRYAN–COLLEGE STATION	**1,420,515**	**22,291**	**21.7**	**22.3**	**13.9**	**17.6**	**.0428**
Brazos	1,420,515	22,291	21.7	22.3	13.9	17.6	.0428
• Bryan	676,339	24,724	21.0	25.2	15.9	17.6	.0209
• College Station	515,078	16,622	23.9	17.3	10.4	15.4	.0175
SUBURBAN TOTAL	229,098	31,614	17.7	27.1	17.9	25.3	.0044
CORPUS CHRISTI	**4,218,333**	**27,803**	**19.0**	**24.4**	**18.5**	**20.7**	**.1242**
Nueces	3,666,960	28,733	18.4	24.2	18.8	21.8	.1081
• Corpus Christi	3,346,789	29,165	18.1	24.3	19.1	22.1	.0988
San Patricio	551,373	23,687	22.2	25.1	16.9	15.1	.0161
SUBURBAN TOTAL	871,544	24,122	21.8	24.9	16.5	16.3	.0234
DALLAS	**45,940,107**	**36,696**	**13.8**	**24.0**	**19.5**	**22.9**	**1.2299**
Collin	6,264,991	50,975	7.6	17.7	18.4	51.1	.1441
Plano	3,222,479	59,197	4.7	14.0	17.2	61.1	.0808
Dallas	32,375,390	34,783	14.6	25.2	19.5	30.2	.9029
Carrollton	1,684,190	49,310	7.9	18.7	20.7	49.1	.0412
• Dallas	17,566,576	30,564	17.2	26.8	17.4	25.4	.5024
Garland	2,936,736	40,985	10.6	23.7	23.9	36.1	.0724
Grand Prairie	1,502,559	37,436	12.9	24.7	22.4	31.5	.0378
• Irving	2,764,091	34,889	14.2	28.2	21.6	28.2	.0782
Mesquite	1,562,565	39,266	11.4	24.4	23.6	33.7	.0472

METRO & COUNTY TOTALS

TEXAS (cont.)

EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/91

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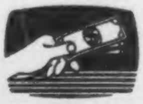
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Richardson	1,692,572	53,657	6.7	16.6	18.2	54.6	.0469
Denton	4,890,310	39,214	12.4	22.8	21.0	35.1	.1196
• Denton	901,943	24,900	21.2	22.8	16.1	19.2	.0310
Lewisville	797,354	38,039	11.9	27.9	23.7	31.2	.0234
Ellis	1,199,766	33,970	15.4	23.4	21.3	27.2	.0310
Kaufman	693,232	30,489	17.5	23.7	19.1	24.3	.0202
Rockwall	516,418	44,745	11.0	19.1	20.3	43.0	.0121
SUBURBAN TOTAL	24,707,497	43,127	10.3	21.3	21.3	40.5	.6183
DALLAS-FORT WORTH CONSOLIDATED AREA	***68,445,202***	***36,562***	***13.9***	***24.0***	***19.9***	***32.4***	***1.8294***
EL PASO	**5,987,200**	**25,059**	**22.1**	**27.4**	**15.9**	**17.2**	**.1900**
El Paso	5,987,200	25,059	22.1	27.4	15.9	17.2	.1900
• El Paso	5,453,026	25,891	21.2	27.2	16.4	18.1	.1751
SUBURBAN TOTAL	534,174	19,827	30.6	29.2	11.1	9.2	.0149
FORT WORTH-ARLINGTON	**22,505,095**	**36,316**	**14.2**	**24.1**	**20.4**	**31.6**	**.5995**
Johnson	1,329,014	33,713	16.0	24.6	22.5	25.4	.0350
Parker	979,023	34,213	15.8	24.4	21.0	27.7	.0246
Tarrant	20,197,058	36,656	14.0	24.0	20.2	32.2	.5399
• Arlington	4,807,399	39,285	12.1	23.9	21.3	35.2	.1282
Bedford	977,463	47,653	8.7	20.9	19.9	46.9	.0223
• Fort Worth	6,743,703	30,164	17.8	26.0	18.7	23.5	.1978
North Richland Hills	829,847	42,712	11.0	22.4	22.6	39.0	.0234
SUBURBAN TOTAL	10,953,993	39,788	12.5	22.7	21.3	35.9	.2735
GALVESTON-TEXAS CITY	**3,087,218**	**30,652**	**17.4**	**23.3**	**18.2**	**25.5**	**.0850**
Galveston	3,087,218	30,652	17.4	23.3	18.2	25.5	.0850
• Galveston	749,480	22,053	22.8	24.2	14.2	15.4	.0227
• Texas City	495,950	27,473	18.4	26.1	16.6	21.0	.0151
SUBURBAN TOTAL	1,841,788	37,963	14.0	21.9	21.0	33.0	.0472
HOUSTON	**54,608,495**	**35,648**	**14.4**	**23.1**	**18.7**	**32.2**	**1.4115**
Fort Bend	4,078,196	46,925	8.6	17.7	21.4	45.5	.0890
Harris	46,786,080	34,998	14.7	23.5	18.4	31.6	1.2285
• Baytown	919,214	33,791	15.3	23.6	19.2	29.0	.0263
• Houston	25,460,898	29,970	17.4	25.2	17.1	25.3	.7624
Pasadena	1,648,620	32,625	15.4	27.1	20.5	25.5	.0437
Liberty	590,418	26,904	19.6	24.1	18.6	19.1	.0165
Montgomery	2,888,196	36,158	14.7	22.5	19.6	32.1	.0685
Waller	265,605	26,106	19.0	22.7	16.2	21.8	.0090
SUBURBAN TOTAL	28,228,383	42,519	10.9	20.7	20.3	40.2	.6328
HOUSTON-GALVESTON-BRAZORIA CONSOLIDATED AREA	***60,394,220***	***35,372***	***14.5***	***23.2***	***18.7***	***31.7***	***1.5666***
KILLEEN-TEMPLE	**3,060,649**	**27,201**	**21.0**	**30.7**	**18.7**	**17.0**	**.0845**
Bell	2,353,768	27,190	21.0	29.6	18.6	17.4	.0673
• Killeen	692,675	25,689	24.0	34.8	19.1	11.3	.0237
• Temple	658,756	26,716	19.7	24.1	16.6	21.0	.0208
Coryell	706,881	27,668	21.3	35.0	19.3	15.3	.0172
SUBURBAN TOTAL	1,709,218	28,475	20.0	31.1	19.5	18.3	.0400

EFFECTIVE BUYING INCOME



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METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
LAREDO	**1,016,874**	**20,714**	**24.0**	**24.2**	**14.0**	**13.2**	**.0394**
Webb	1,016,874	20,714	24.0	24.2	14.0	13.2	.0394
• Laredo	960,078	21,097	23.8	23.9	14.2	13.9	.0377
SUBURBAN TOTAL	56,796	16,865	27.5	25.7	11.9	4.7	.0017
LONGVIEW-MARSHALL	**2,055,522**	**27,237**	**19.2**	**24.6**	**17.9**	**20.1**	**.0636**
Gregg	1,392,725	27,986	19.0	24.2	18.3	21.0	.0454
• Longview	953,839	27,923	19.1	24.8	17.7	21.5	.0320
Harrison	662,797	25,930	19.6	25.1	17.0	18.5	.0182
• Marshall	264,378	22,232	22.2	24.0	14.7	15.4	.0093
SUBURBAN TOTAL	837,255	28,358	18.1	24.8	19.2	20.2	.0223
LUBBOCK	**2,853,595**	**26,553**	**20.1**	**25.9**	**16.9**	**19.4**	**.0893**
Lubbock	2,853,595	26,553	20.1	25.9	16.9	19.4	.0893
• Lubbock	2,447,213	26,428	20.0	25.2	16.6	19.8	.0789
SUBURBAN TOTAL	406,382	27,178	20.8	28.5	18.7	17.4	.0104
McALLEN-EDINBURG-MISSION	**2,993,234**	**19,755**	**25.2**	**24.2**	**12.5**	**12.7**	**.1056**
Hidalgo	2,993,234	19,755	25.2	24.2	12.5	12.7	.1056
• Edinburg	267,312	21,745	21.0	23.2	14.4	15.3	.0092
• McAllen	946,856	25,892	20.5	22.9	15.3	21.7	.0363
• Mission	233,943	20,714	25.7	27.3	11.8	12.3	.0082
• Pharr	218,828	18,514	27.0	25.0	11.5	9.7	.0093
SUBURBAN TOTAL	1,326,295	17,719	27.7	24.3	11.1	8.7	.0426
MIDLAND	**1,703,611**	**33,400**	**16.1**	**23.5**	**18.8**	**29.0**	**.0454**
Midland	1,703,611	33,400	16.1	23.5	18.8	29.0	.0454
• Midland	1,493,550	34,040	16.0	22.8	18.5	30.2	.0408
SUBURBAN TOTAL	210,061	30,491	16.8	27.1	20.4	22.0	.0046
ODESSA	**1,373,396**	**26,589**	**20.3**	**27.4**	**17.5**	**18.0**	**.0418**
Ector	1,373,396	26,589	20.3	27.4	17.5	18.0	.0418
• Odessa	1,101,568	27,123	19.9	26.5	17.5	19.4	.0335
SUBURBAN TOTAL	271,828	24,975	22.0	29.7	17.6	13.3	.0083
SAN ANGELO	**1,275,751**	**27,752**	**19.7**	**27.9**	**18.3**	**19.0**	**.0368**
Tom Green	1,275,751	27,752	19.7	27.9	18.3	19.0	.0368
• San Angelo	1,077,064	26,917	20.1	28.3	17.6	18.0	.0325
SUBURBAN TOTAL	198,687	34,039	16.5	24.8	23.2	25.4	.0043
SAN ANTONIO	**16,787,626**	**28,316**	**19.0**	**26.6**	**18.2**	**20.9**	**.4942**
Bexar	15,234,193	28,200	19.1	26.6	18.0	20.9	.4504
• San Antonio	11,107,976	25,858	20.7	27.3	16.7	17.9	.3545
Comal	758,730	30,917	18.1	26.0	19.3	23.7	.0223
Guadalupe	794,703	28,275	18.5	26.8	19.5	19.3	.0215
SUBURBAN TOTAL	5,679,650	35,331	14.4	25.2	21.8	28.8	.1397
SHERMAN-DENISON	**1,229,366**	**27,281**	**19.9**	**27.1**	**18.0**	**18.5**	**.0371**
Grayson	1,229,366	27,281	19.9	27.1	18.0	18.5	.0371
• Denison	251,055	23,848	22.6	27.8	16.4	13.8	.0085
• Sherman	435,884	26,629	21.0	26.6	16.4	19.3	.0160
SUBURBAN TOTAL	542,427	29,901	17.5	27.1	20.2	20.4	.0126

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
TEXARKANA	**1,446,166**	**25,645**	**20.5**	**25.1**	**17.3**	**17.8**	**.0442**
Bowie	1,039,128	26,936	19.2	25.9	17.9	19.3	.0320
● Texarkana	402,238	24,287	20.6	24.3	16.3	17.5	.0165
Miller, Ark.	*407,038*	*22,645*	*23.0*	*24.0*	*16.0*	*14.4*	*.0122*
● *Texarkana*	*250,589*	*21,286*	*24.0*	*22.3*	*15.0*	*14.7*	*.0087*
SUBURBAN TOTAL	793,339	27,637	19.1	26.7	18.7	19.0	.0190
TYLER	**2,076,837**	**28,245**	**19.2**	**25.8**	**17.7**	**21.4**	**.0618**
Smith	2,076,837	28,245	19.2	25.8	17.7	21.4	.0618
● Tyler	1,082,065	26,284	20.0	25.5	15.4	21.2	.0402
SUBURBAN TOTAL	994,772	30,301	18.3	26.2	20.3	21.5	.0216
VICTORIA	**947,794**	**29,084**	**18.9**	**23.5**	**19.3**	**22.0**	**.0284**
Victoria	947,794	29,084	18.9	23.5	19.3	22.0	.0284
● Victoria	709,097	27,683	19.7	24.1	18.3	20.9	.0233
SUBURBAN TOTAL	238,697	33,365	16.6	21.9	22.3	25.1	.0051
WACO	**2,354,411**	**25,958**	**20.1**	**24.4**	**17.1**	**18.9**	**.0702**
McLennan	2,354,411	25,958	20.1	24.4	17.1	18.9	.0702
● Waco	1,180,082	20,820	23.5	24.0	13.9	13.5	.0421
SUBURBAN TOTAL	1,174,329	33,131	15.9	25.0	21.2	25.7	.0281
WICHITA FALLS	**1,516,167**	**26,427**	**21.0**	**27.6**	**17.4**	**17.6**	**.0460**
Wichita	1,516,167	26,427	21.0	27.6	17.4	17.6	.0460
● Wichita Falls	1,197,380	26,053	21.1	27.9	17.0	17.3	.0373
SUBURBAN TOTAL	318,787	27,788	20.2	27.4	18.4	18.9	.0087
OTHER COUNTIES							
Anderson	492,984	24,978	21.2	26.8	17.4	15.3	.0144
Andrews	148,910	28,128	19.6	28.8	20.3	17.4	.0042
Angelina	904,984	27,433	19.3	26.2	17.7	19.7	.0256
Aransas	225,525	24,341	21.7	25.9	17.2	15.6	.0063
Archer	99,634	27,328	20.6	27.4	19.0	18.3	.0022
Armstrong	23,490	23,763	22.5	27.5	15.4	15.8	.0006
Atascosa	296,313	22,867	23.0	25.3	16.3	14.0	.0087
Austin	230,054	25,223	19.9	24.2	17.4	16.9	.0065
Bailey	69,967	21,642	26.3	29.6	12.9	12.1	.0020
Bandera	142,627	25,289	22.4	27.9	16.5	16.0	.0033
Bastrop	451,185	27,321	18.9	26.0	19.8	18.3	.0116
Baylor	54,220	21,242	20.6	24.0	14.4	13.6	.0014
Bee	251,587	23,965	21.0	26.6	17.1	13.8	.0077
Blanco	77,844	23,261	25.5	27.9	15.3	12.7	.0017
Borden	14,741	32,812	18.7	28.2	18.7	26.7	.0002
Bosque	185,657	23,903	23.2	26.2	16.1	15.4	.0045
Brewster	105,995	20,674	24.2	22.6	12.9	15.8	.0030
Briscoe	20,375	18,915	26.2	26.2	10.4	10.5	.0005
Brooks	60,198	15,891	23.5	21.7	11.3	8.7	.0022
Brown	357,218	21,272	25.0	26.1	14.0	12.5	.0109
Burleson	145,986	22,904	22.6	25.7	15.5	14.1	.0037
Burnet	292,160	24,170	23.9	27.6	15.4	15.5	.0085
Caldwell	264,777	22,095	23.1	27.1	16.2	11.4	.0075
Calhoun	202,683	24,960	22.2	24.4	17.3	17.8	.0056
Callahan	133,476	22,694	23.7	27.4	15.2	13.0	.0033
Camp	113,219	22,987	22.2	23.2	16.2	15.5	.0036
Carson	83,214	29,725	19.3	29.6	19.5	20.2	.0020
Cass	324,097	23,503	21.4	25.5	15.9	14.8	.0092
Castro	76,697	20,289	28.6	27.4	10.8	12.5	.0022
Chambers	241,969	32,676	16.0	21.9	20.7	25.8	.0061
Cherokee	416,970	21,854	23.9	25.7	15.5	12.2	.0123
Childress	59,391	17,677	26.6	24.5	11.4	8.6	.0018
Clay	112,855	25,000	23.1	29.0	19.4	12.2	.0028
Cochran	37,348	20,073	28.2	25.0	14.6	10.6	.0009
Coke	38,750	21,340	26.7	25.6	13.2	14.1	.0011
Coleman	90,370	16,483	30.6	21.4	11.9	7.4	.0025
Collingsworth	36,447	18,274	26.4	22.4	10.2	13.2	.0009
Colorado	202,359	23,422	21.3	26.9	14.6	15.3	.0062
Comanche	135,710	19,274	26.3	26.3	12.5	9.4	.0039
Concho	28,721	20,309	27.4	24.6	13.1	12.9	.0009
Cooke	403,372	27,436	20.0	25.3	19.1	18.4	.0113
Cottle	24,452	17,884	23.7	23.8	12.0	10.6	.0009
Crane	53,027	32,861	17.1	24.7	21.7	23.7	.0014
Crockett	41,682	21,065	25.0	21.8	13.6	16.4	.0011
Crosby	66,703	19,186	29.8	26.5	10.4	10.9	.0017
Culberson	28,326	19,363	30.2	27.2	8.5	12.5	.0013
Dallam	54,554	22,643	26.1	31.1	15.5	8.7	.0018
Dawson	140,305	21,039	24.6	24.2	14.1	13.7	.0042
Deaf Smith	197,200	24,782	23.0	26.6	15.4	17.4	.0059
Delta	52,727	22,748	20.8	22.7	14.9	16.2	.0013
De Witt	188,364	19,263	23.9	24.1	13.9	10.4	.0054
Dickens	21,977	16,495	27.4	21.8	12.1	7.9	.0006
Dimmit	59,467	14,270	30.5	18.5	8.3	7.6	.0022
Donley	36,110	18,588	25.0	25.3	13.1	8.4	.0011
Duval	101,230	16,785	24.8	23.1	10.4	9.1	.0027
Eastland	172,424	17,855	28.2	23.8	11.0	9.7	.0054
Edwards	17,345	15,689	33.1	23.3	7.6	6.6	.0005
Erath	345,145	23,048	22.4	23.8	15.5	16.5	.0100
Falls	165,936	19,798	23.0	23.1	14.0	12.5	.0044
Fannin	300,923	25,054	20.9	24.8	16.4	17.5	.0080
Fayette	237,073	22,808	22.9	25.5	15.7	14.7	.0073
Fisher	46,789	19,633	23.2	26.2	13.7	9.3	.0011
Floyd	80,790	21,126	25.2	25.0	12.7	14.6	.0024

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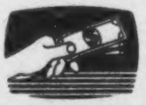
TEXAS (cont.)

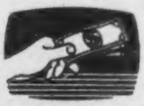
EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Foard	16,521	20,300	24.9	32.1	9.7	9.0	.0003
Franklin	102,658	25,881	20.5	23.9	20.1	16.7	.0025
Freestone	180,043	24,176	19.7	22.9	15.9	18.3	.0047
Frio	106,581	18,357	24.9	22.4	11.0	12.6	.0034
Gaines	133,844	23,676	23.8	27.2	15.8	14.8	.0035
Garza	46,300	19,468	26.7	24.9	13.5	10.4	.0014
Gillespie	222,207	25,739	22.3	28.9	17.6	14.7	.0062
Glasscock	24,526	29,772	21.0	23.8	21.6	20.6	.0006
Goliad	73,275	25,412	19.8	26.1	16.3	18.3	.0018
Gonzales	174,033	20,297	25.1	24.6	13.9	12.0	.0049
Gray	286,265	24,529	22.8	26.6	17.3	14.9	.0078
Grimes	196,758	23,975	20.9	27.1	15.3	14.9	.0053
Hale	373,369	24,390	22.7	29.5	15.9	14.5	.0116
Hall	39,411	17,034	29.1	22.4	9.4	10.6	.0010
Hamilton	86,551	19,455	26.5	25.3	11.6	11.7	.0023
Hansford	69,893	26,433	22.8	28.0	20.2	15.4	.0018
Hardeman	57,618	20,196	25.6	25.0	12.6	12.8	.0016
Hartley	48,604	29,241	16.4	33.5	19.7	18.3	.0011
Haskell	80,822	23,908	23.5	26.2	15.1	16.0	.0023
Hemphill	55,718	32,358	15.5	27.8	25.4	20.3	.0014
Henderson	676,586	22,228	25.2	27.0	14.7	12.9	.0186
Hill	322,016	23,183	21.7	25.6	15.7	14.6	.0093
Hockley	284,128	28,032	19.8	25.6	17.6	21.3	.0076
Hood	529,038	35,930	15.5	22.8	17.8	33.5	.0133
Hopkins	322,956	21,636	24.0	26.6	14.0	13.0	.0102
Houston	201,433	18,784	22.9	24.2	12.8	10.5	.0059
Howard	368,441	26,196	20.0	26.0	17.4	17.7	.0107
Hudspeth	24,147	17,179	39.2	20.4	10.4	9.3	.0006
Hunt	845,466	28,175	18.5	24.7	17.8	21.5	.0230
Hutchinson	312,166	29,590	18.1	25.2	21.7	19.7	.0082
Irion	20,563	27,619	20.4	30.1	15.5	20.5	.0005
Jack	80,999	23,670	23.7	23.6	16.7	16.9	.0020
Jackson	141,070	23,949	19.2	23.9	15.9	17.4	.0039
Jasper	319,670	22,526	23.1	27.5	14.7	13.3	.0099
Jeff Davis	21,853	21,882	25.4	28.3	13.4	12.3	.0005
Jim Hogg	39,512	17,458	23.8	22.5	13.3	8.8	.0012
Jim Wells	336,913	21,384	23.4	24.8	13.8	14.1	.0102
Jones	174,383	21,888	25.5	25.4	16.3	12.2	.0046
Karnes	110,086	18,596	23.7	21.1	15.2	10.5	.0031
Kendall	224,968	30,790	18.0	23.8	18.7	25.2	.0066
Kenedy	3,277	19,706	33.0	27.0	8.0	14.0	.0000
Kent	11,695	23,125	22.9	25.3	16.2	14.8	.0004
Kerr	512,062	25,827	22.4	30.0	15.2	17.6	.0139
Kimble	48,745	20,026	31.3	25.6	8.9	15.5	.0014
King	3,949	33,461	16.0	31.0	27.0	19.0	.0001
Kinney	25,908	16,930	29.2	24.2	10.7	6.4	.0007
Kleberg	320,707	25,616	17.5	23.7	13.3	21.9	.0097
Knox	49,928	20,259	25.9	24.7	14.3	11.5	.0012
Lamar	511,518	24,532	20.7	25.3	16.9	15.8	.0155
Lamb	146,233	21,087	26.4	25.3	12.8	14.2	.0040
Lampasas	157,724	24,569	22.0	24.2	17.9	16.3	.0043
La Salle	44,578	18,150	21.5	24.8	10.4	11.0	.0013
Lavaca	201,612	21,965	22.3	25.8	14.3	13.7	.0058
Lee	137,760	23,602	21.9	25.9	16.4	14.6	.0038
Leon	160,551	25,683	19.5	23.4	17.6	18.9	.0043
Limestone	210,253	21,004	23.1	24.8	14.8	12.4	.0065
Lipscomb	37,539	26,405	20.2	28.9	19.6	15.0	.0008
Live Oak	94,796	22,417	21.7	27.2	15.3	13.5	.0032
Llano	151,984	19,979	27.1	26.2	13.8	10.0	.0040
Loving	3,303	29,038	17.0	50.0	12.0	21.0	.0001
Lynn	64,220	18,791	26.6	25.3	9.7	12.4	.0017
McCulloch	78,740	17,000	23.6	23.1	11.9	9.0	.0028
McMullen	11,965	33,437	19.0	19.7	25.3	23.0	.0003
Madison	97,622	19,823	23.4	24.6	13.0	12.0	.0031
Marion	95,092	16,907	26.6	23.0	10.7	9.1	.0027
Martin	52,525	23,841	28.1	24.6	14.5	18.7	.0014
Mason	32,295	18,057	25.9	24.2	11.5	9.9	.0011
Matagorda	414,399	26,356	19.2	24.0	17.4	19.3	.0122
Maverick	211,962	14,577	30.9	19.8	7.4	7.6	.0082
Medina	296,496	24,614	21.0	27.3	17.5	14.7	.0093
Menard	23,169	17,897	30.2	23.9	9.3	10.9	.0006
Milam	235,333	19,366	24.5	21.0	14.1	13.5	.0068

EFFECTIVE BUYING INCOME



METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Mills	52,474	20,437	26.0	24.2	15.1	11.6	.0013
Mitchell	81,423	20,016	25.4	24.4	13.5	12.1	.0024
Montague	190,337	20,810	25.3	25.8	13.1	12.8	.0054
Moore	198,927	28,180	19.2	31.8	19.7	15.4	.0058
Morris	148,982	23,404	22.2	25.9	17.2	13.4	.0035
Motley	13,699	18,428	27.0	26.8	10.5	9.0	.0005
Nacogdoches	589,867	21,485	21.5	24.4	14.2	13.9	.0188
Navarro	444,360	23,504	21.6	26.4	16.0	14.6	.0136
Newton	118,320	19,590	23.6	27.6	14.1	7.3	.0031
Nolan	167,997	22,375	22.6	27.4	16.2	11.5	.0049
Ochiltree	123,390	30,553	17.4	29.0	19.0	22.5	.0031
Oldham	26,051	30,379	16.5	30.5	22.4	18.9	.0006
Palo Pinto	261,319	22,127	25.0	28.8	15.0	11.3	.0081
Panola	233,502	21,746	22.7	22.8	15.5	14.2	.0068
Parmer	98,431	23,256	24.8	31.5	14.5	12.3	.0027
Pecos	139,458	23,429	20.3	26.3	15.0	15.5	.0042
Polk	345,730	21,263	24.3	25.0	14.6	13.0	.0101
Presidio	54,875	16,965	24.1	25.2	9.3	8.9	.0017
Rains	86,899	25,448	22.5	28.4	17.3	16.1	.0022
Reagan	44,261	28,535	18.7	36.4	18.3	17.5	.0012
Real	19,320	17,377	27.0	27.7	12.1	3.1	.0006
Red River	131,528	18,339	23.0	23.7	13.3	9.7	.0039
Reeves	122,145	18,768	27.9	23.5	14.0	9.3	.0039
Refugio	86,453	22,603	22.7	25.2	12.7	17.3	.0025
Roberts	15,746	30,648	22.2	30.0	24.7	13.5	.0003
Robertson	166,832	20,135	21.5	21.2	15.1	13.8	.0043
Runnels	111,544	20,680	25.3	29.1	11.7	10.7	.0030
Rusk	535,144	27,230	19.3	25.0	17.5	20.2	.0131
Sabine	108,254	19,699	26.3	27.3	10.4	11.6	.0031
San Augustine	68,609	16,482	25.9	22.4	11.5	7.9	.0021
San Jacinto	169,187	20,993	21.8	25.5	14.8	11.5	.0042
San Saba	57,493	15,114	25.3	19.0	13.9	7.0	.0016
Schleicher	29,927	22,737	26.2	26.1	14.6	14.5	.0007
Scurry	201,119	26,830	20.9	26.9	19.7	16.4	.0059
Shackelford	43,154	23,731	25.7	25.5	13.7	18.5	.0011
Shelby	223,746	19,459	23.8	26.7	11.1	11.0	.0065
Sherman	32,406	27,074	23.5	27.4	19.1	17.2	.0008
Somervell	69,589	29,571	18.3	23.2	17.9	22.5	.0018
Starr	192,427	11,817	27.3	16.3	6.5	5.7	.0079
Stephens	89,406	20,089	23.4	26.1	13.3	10.8	.0028
Sterling	21,500	30,405	20.6	25.4	21.8	21.4	.0005
Stonewall	22,946	24,213	22.3	30.6	16.8	11.9	.0006
Sutton	48,414	24,357	22.2	22.2	15.5	21.1	.0012
Swisher	82,420	22,078	24.2	27.3	14.9	12.6	.0022
Terrell	15,782	26,316	19.4	20.6	17.4	21.6	.0003
Terry	155,126	26,704	21.2	25.0	16.0	21.0	.0042
Throckmorton	20,253	19,677	26.3	24.9	13.8	10.6	.0004
Titus	302,781	26,773	19.2	24.5	15.1	22.0	.0092
Trinity	136,627	21,785	25.2	24.4	14.9	13.8	.0037
Tyler	166,685	22,828	23.1	27.4	14.7	13.5	.0048
Upshur	341,237	24,085	22.3	27.0	17.8	13.3	.0094
Upton	48,100	27,910	21.2	26.9	18.8	19.1	.0012
Uvalde	227,069	20,687	25.4	24.3	14.2	13.0	.0076
Val Verde	332,967	20,615	24.9	23.7	15.0	12.6	.0109
Van Zandt	409,943	22,507	23.2	27.0	14.6	13.9	.0116
Walker	552,777	22,633	20.6	24.1	16.0	15.0	.0166
Ward	133,319	25,257	21.4	26.5	16.7	17.2	.0034
Washington	311,857	25,513	19.3	25.8	16.8	17.5	.0093
Wharton	453,851	25,826	20.6	24.8	16.9	18.5	.0130
Wheeler	61,335	22,592	23.4	24.8	16.6	13.8	.0018
Wilbarger	160,265	23,757	23.0	27.2	16.6	13.7	.0047
Willacy	121,527	17,666	26.7	23.2	11.6	9.5	.0040
Wilson	247,821	26,288	19.3	27.1	18.9	16.6	.0067
Winkler	86,105	26,255	20.8	26.5	18.9	17.3	.0023
Wise	436,490	28,890	19.3	26.0	20.3	19.7	.0130
Wood	371,175	24,349	21.8	26.2	16.1	16.7	.0101
Yoakum	96,205	28,294	20.0	25.2	19.2	19.8	.0026
Young	205,210	23,102	24.2	26.2	16.2	13.2	.0059
Zapata	73,607	18,578	24.5	23.3	12.6	10.9	.0021
Zavala	69,442	14,522	27.4	21.2	7.1	8.5	.0023
TOTAL METRO COUNTIES	206,192,412	31,924	16.7	24.6	18.5	26.8	5.7049
TOTAL STATE	243,866,570	30,122	17.7	24.7	17.9	24.7	6.6717

Utah

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
PROVO-OREM	**271.7**	**.1072**	**22.5**	**18.3**	**14.5**	**14.2**	**14.8**	**72.3**
Utah	271.7	.1072	22.5	18.3	14.5	14.2	14.8	72.3
• Orem	69.7	.0275	21.5	11.2	14.6	16.0	13.8	18.1
• Provo	89.5	.0353	22.7	35.5	16.7	9.0	12.5	24.5
SUBURBAN TOTAL	112.5	.0444	22.8	8.7	12.7	17.3	17.3	29.7
SALT LAKE CITY-OGDEN	**1,103.5**	**.4351**	**27.6**	**10.0**	**16.2**	**19.4**	**18.5**	**357.4**
Davis	196.2	.0774	24.9	9.7	15.4	18.5	16.0	56.0
Layton	43.6	.0172	25.4	9.5	17.6	19.5	13.5	13.2
Salt Lake	745.6	.2940	27.9	10.0	16.9	19.9	18.2	247.0
• Salt Lake City	164.3	.0648	31.6	12.3	19.0	18.8	24.7	68.4
Sandy	77.1	.0304	23.6	7.3	13.9	24.7	9.9	19.9
West Jordan	44.1	.0174	20.7	8.1	17.4	19.6	8.1	11.4
West Valley City	89.3	.0352	24.7	10.6	17.0	19.8	12.8	26.6
Weber	161.7	.0637	29.0	10.0	15.1	18.4	22.6	54.4
• Ogden	65.3	.0257	30.6	11.6	16.2	16.7	26.1	24.8
SUBURBAN TOTAL	873.9	.3446	26.4	9.4	15.9	19.7	16.7	264.2
OTHER COUNTIES								
Beaver	4.6	.0018	31.9	6.0	11.1	17.3	29.2	1.6
Box Elder	37.7	.0149	26.7	6.8	14.2	16.6	21.6	11.3
Cache	72.0	.0283	23.7	16.0	15.7	15.3	16.1	21.0
Carbon	19.8	.0079	30.7	7.8	13.3	19.3	24.9	6.8
Daggett	.7	.0002	32.0	5.9	13.3	20.7	25.3	.3
Duchesne	12.1	.0048	25.1	6.7	13.4	18.1	18.7	3.6
Emery	10.1	.0039	25.6	6.0	13.7	19.3	17.8	3.0
Garfield	4.1	.0017	31.5	6.6	11.5	17.5	28.5	1.3
Grand	6.4	.0025	34.2	5.5	13.7	21.0	27.9	2.4
Iron	21.0	.0083	24.7	14.9	12.5	16.7	20.0	6.3
Juab	5.7	.0022	28.9	6.5	11.3	17.5	25.6	1.8
Kane	5.5	.0022	31.2	6.5	10.9	19.6	26.3	1.9
Millard	10.9	.0043	26.2	5.5	12.3	17.1	22.1	3.2
Morgan	5.7	.0022	26.6	6.8	12.5	19.1	20.4	1.6
Piute	1.3	.0005	38.2	6.4	7.6	17.0	36.1	.5
Rich	1.7	.0007	26.7	4.2	13.4	19.2	19.7	.5
San Juan	12.7	.0050	22.7	8.8	13.7	16.6	16.9	3.4
Sanpete	16.9	.0066	24.9	11.7	10.3	16.2	23.4	4.9
Sevier	15.4	.0061	28.9	6.0	11.6	17.2	25.7	4.9
Summit	16.6	.0066	29.8	7.7	18.4	25.5	14.9	5.6
Tooele	26.9	.0106	28.5	8.7	14.3	19.9	20.7	8.7
Uintah	22.0	.0086	26.0	6.8	14.5	18.3	18.7	6.6
Wasatch	10.5	.0041	27.0	7.6	13.6	19.4	19.8	3.2
Washington	52.5	.0207	28.5	9.4	11.5	15.1	27.4	16.5
Wayne	2.2	.0009	30.3	5.7	11.8	18.0	26.5	.7
TOTAL METRO COUNTIES	**1,375.2**	**.5423**	**26.2**	**11.6**	**15.9**	**18.4**	**17.7**	**429.7**
TOTAL STATE	**1,770.2**	**.6979**	**26.4**	**11.2**	**15.4**	**18.2**	**18.5**	**551.3**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO-OREM	**1,173,520**	**294,068**	**90,884**	**168,482**	**52,489**	**204,079**	**38,530**
Utah	1,173,520	294,068	90,884	168,482	52,489	204,079	38,530
• Orem	445,322	79,094	26,659	95,045	28,499	62,930	10,556
• Provo	374,144	87,424	32,046	37,930	14,471	88,248	19,324
SUBURBAN TOTAL	354,054	127,550	32,179	35,507	9,519	52,901	8,650
SALT LAKE CITY-OGDEN	**7,391,884**	**1,677,647**	**696,094**	**997,557**	**459,120**	**1,449,977**	**139,729**
Davis	1,009,760	260,927	68,832	100,660	85,555	246,426	18,557
Layton	275,786	62,562	16,066	53,683	12,126	45,926	467
Salt Lake	5,191,536	1,172,638	540,948	676,795	308,652	948,094	84,622
• Salt Lake City	2,063,457	384,767	310,381	232,366	113,915	360,954	43,155
Sandy	309,861	101,274	25,514	47,486	16,763	25,490	2,003
West Jordan	129,491	58,941	13,510	12,776	1,766	3,576	785
West Valley City	158,214	65,840	9,633	44,681	7,907	386	287
Weber	1,190,588	244,087	86,314	220,102	64,913	255,457	36,550
• Ogden	821,641	117,690	56,668	191,476	35,242	167,281	24,943
SUBURBAN TOTAL	4,506,786	1,175,190	329,045	573,715	309,963	921,742	71,631
OTHER COUNTIES							
Beaver	22,923	[illegible]	2,732	137	308	121	1,338
Box Elder	170,378	37,276	23,074	15,089	5,386	34,200	5,148
Cache	337,536	81,378	26,964	41,626	20,639	50,363	14,740
Carbon	103,089	30,117	8,774	12,796	7,132	17,773	6,989
Daggett	2,006	273	78	1,055			
Duchesne	52,743	14,244	1,661	7,056	2,275	11,414	1,194
Emery	25,739	6,348	3,021	1,435	260	1,213	343
Garfield	13,226	4,216	1,452	148	35	1,120	536
Grand	29,966	11,153	2,873	1,288	965	2,043	837
Iron	136,480	22,635	20,569	11,325	5,067	28,659	3,013
Juab	29,912	4,818	1,532		274	3,819	
Kane	22,798	6,738	2,244	439	814	1,545	446
Millard	47,215	13,286	2,932	737	2,271	6,792	1,559
Morgan	9,710	4,726	1,067		70	1,621	517
Piute	2,333	868	63	509		82	
Rich	5,290	995	336	766		147	
San Juan	22,067	7,070	1,815	3,486	415	3,401	876
Sanpete	57,124	30,473	2,938	542	1,703	7,517	1,607
Sevier	93,269	14,276	5,589	8,115	3,111	18,472	2,211
Summit	141,524	45,699	22,812	158	2,664	4,788	2,987
Tooele	116,283	32,599	7,853	4,653	651	25,777	643
Uintah	85,880	21,057	6,199	11,007	917	18,474	877
Wasatch	30,830	9,959	4,339	854	713	2,098	3,558
Washington	322,525	69,368	26,025	23,710	26,590	82,061	7,902
Wayne	5,449	2,849	666	406	73	386	
TOTAL METRO COUNTIES	**8,565,404**	**1,971,715**	**786,978**	**1,166,039**	**511,609**	**1,654,056**	**178,259**
TOTAL STATE	**10,451,699**	**2,451,729**	**964,586**	**1,313,376**	**593,942**	**1,977,942**	**235,580**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PROVO-OREM	**2,613,258**	**30,441**	**19.2**	**28.9**	**21.7**	**19.9**	**.0758**
Utah	2,613,258	30,441	19.2	28.9	21.7	19.9	.0758
• Orem	717,683	34,186	14.6	29.3	24.0	24.4	.0225
• Provo	806,442	23,978	26.5	28.1	15.3	15.4	.0240
SUBURBAN TOTAL	1,089,133	33,261	16.1	29.2	25.7	20.8	.0293
SALT LAKE CITY-OGDEN	**13,709,209**	**32,194**	**15.8**	**28.3**	**22.7**	**23.9**	**.3927**
Davis	2,349,951	37,475	12.2	27.2	25.6	29.1	.0636
Layton	518,852	36,750	11.9	28.4	26.5	27.0	.0149

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Salt Lake	9,372,187	32,300	16.7	28.4	22.0	23.1	.2700
• Salt Lake City	2,275,600	25,013	23.2	27.1	15.9	17.2	.0775
Sandy	1,000,672	46,169	7.1	18.9	27.7	42.7	.0246
West Jordan	437,110	35,715	12.0	30.6	28.3	23.1	.0115
West Valley City	894,132	31,546	15.7	33.0	25.9	16.6	.0216
Weber	1,997,071	32,655	15.8	28.5	23.6	21.9	.0591
• Ogden	753,052	26,109	21.0	29.9	18.9	14.3	.0288
SUBURBAN TOTAL	10,680,557	35,765	13.4	28.5	24.8	26.5	.2864

METRO & COUNTY TOTALS

UTAH (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Beaver	44,253	23,582	24.8	30.6	17.1	11.3	.0013
Box Elder	426,650	35,575	12.7	27.0	28.4	22.8	.0115
Cache	699,187	29,146	20.3	28.9	21.0	18.1	.0206
Carbon	216,205	28,071	20.3	24.8	21.1	18.1	.0062
Daggett	8,463	25,156	24.6	32.8	19.3	11.0	.0002
Duchesne	106,668	26,181	20.4	31.5	20.1	11.4	.0033
Emery	102,616	33,106	17.0	24.9	26.7	20.4	.0025
Garfield	34,150	23,135	26.9	34.9	14.8	8.8	.0011
Grand	65,156	23,983	25.3	30.5	16.9	10.4	.0019
Iron	189,417	25,330	23.5	29.9	17.6	14.7	.0064
Juab	54,690	28,100	23.2	30.3	22.2	13.8	.0017
Kane	53,099	23,650	25.8	30.2	16.6	11.9	.0015
Millard	96,051	28,297	19.5	30.0	23.8	13.1	.0030
Morgan	64,840	37,569	11.5	26.2	25.3	29.3	.0014
Piute	12,418	21,143	28.0	34.4	14.2	4.6	.0003
Rich	15,699	28,400	19.2	29.8	23.8	13.6	.0004
San Juan	79,522	18,951	24.1	26.9	10.7	10.1	.0024
Sanpete	139,668	23,795	25.2	30.0	16.7	11.9	.0042
Sevier	145,254	26,700	20.4	30.1	20.6	13.3	.0047
Summit	282,603	39,815	12.2	23.1	23.1	35.3	.0074
Tooele	300,149	32,306	16.9	28.1	24.7	20.1	.0081
Uintah	194,014	26,097	22.2	28.9	21.2	12.5	.0057
Wasatch	117,085	31,250	19.7	28.9	21.6	21.0	.0029
Washington	529,475	27,420	20.8	32.8	19.4	15.3	.0165
Wayne	18,995	23,646	23.9	34.3	14.4	11.3	.0005
TOTAL METRO COUNTIES	**16,222,467**	**32,737**	**16.4**	**28.2**	**22.6**	**23.2**	**.4685**
TOTAL STATE	**20,318,794**	**31,857**	**17.2**	**28.4**	**22.3**	**21.9**	**.5842**

Vermont

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BURLINGTON	**140.4**	**.0554**	**30.7**	**15.5**	**18.6**	**22.8**	**19.3**	**51.8**
Chittenden	135.1	.0533	30.6	15.8	18.7	22.7	19.1	49.8
• Burlington	40.1	.0158	27.2	29.8	17.3	16.5	20.1	15.1
Grand Isle	5.3	.0021	34.7	7.2	16.6	24.6	24.9	2.0
SUBURBAN TOTAL	100.3	.0396	32.0	9.8	19.0	25.3	19.0	36.7
OTHER COUNTIES								
Addison	33.6	.0133	31.8	13.3	15.3	23.4	21.7	11.7
Bennington	36.4	.0143	35.4	9.3	14.9	21.7	28.8	13.9
Caledonia	28.3	.0112	34.0	9.4	14.5	22.6	25.9	10.6
Essex	6.6	.0026	36.4	6.9	14.4	22.7	29.6	2.5
Franklin	40.8	.0160	31.9	8.4	17.4	22.0	22.6	14.6
Lamoille	20.2	.0080	32.4	11.6	17.0	22.7	22.8	7.6
Orange	26.5	.0104	33.4	8.6	16.2	22.9	24.5	9.5
Orleans	24.2	.0096	34.7	7.9	14.0	22.7	26.9	8.9
Rutland	62.9	.0248	34.9	10.2	15.7	22.8	27.0	24.0
Washington	55.9	.0220	34.7	9.7	15.4	24.0	25.4	21.3
Windham	42.2	.0167	35.0	8.1	16.3	24.4	25.5	16.5
Windsor	54.8	.0216	36.5	7.0	15.7	24.0	28.5	21.9
TOTAL METRO COUNTIES	**140.4**	**.0554**	**30.7**	**15.5**	**18.6**	**22.8**	**19.3**	**51.8**
TOTAL STATE	**572.8**	**.2259**	**33.3**	**10.8**	**16.4**	**23.0**	**24.2**	**214.8**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	**1,189,146**	**251,633**	**159,983**	**109,087**	**57,950**	**213,767**	**34,578**
Chittenden	1,170,130	249,177	157,226	107,881	57,848	207,424	34,384
• Burlington	363,661	53,751	64,443	59,752	14,382	21,426	11,181
Grand Isle	19,016	2,456	2,757	1,206	102	6,343	194
SUBURBAN TOTAL	825,485	197,882	95,540	49,335	43,568	192,341	23,397
OTHER COUNTIES							
Addison	201,888	41,882	18,505	11,436	3,227	51,922	7,961
Bennington	429,009	88,054	39,198	24,716	16,208	71,243	11,062
Caledonia	190,087	48,608	16,800	11,711	7,759	35,830	5,280
Essex	11,039	3,834	3,216		81	970	
Franklin	266,100	73,265	17,197	14,310	8,493	61,465	10,042
Lamoille	144,027	38,043	20,972	8,961	2,854	13,257	6,362
Orange	119,241	36,982	13,515	1,362	2,050	13,839	3,967
Orleans	164,665	46,317	13,228	15,630	3,928	41,165	6,154
Rutland	537,169	110,542	63,500	43,439	19,111	121,297	18,786
Washington	438,588	95,901	36,081	30,199	16,507	103,804	11,624
Windham	392,494	90,171	46,492	18,559	18,339	71,640	9,451
Windsor	376,416	81,426	44,054	14,324	12,774	124,336	6,346
TOTAL METRO COUNTIES	**1,189,146**	**251,633**	**159,983**	**109,087**	**57,950**	**213,767**	**34,578**
TOTAL STATE	**4,449,869**	**1,006,658**	**492,741**	**305,734**	**169,281**	**924,535**	**131,613**

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BURLINGTON	**2,244,893**	**37,954**	**13.7**	**23.4**	**22.6**	**31.9**	**.0609**
Chittenden	2,172,129	38,261	13.5	23.2	22.7	32.3	.0591
• Burlington	560,678	27,414	21.4	26.0	18.0	20.4	.0167
Grand Isle	72,764	31,017	17.7	27.7	21.4	21.5	.0018
SUBURBAN TOTAL	1,684,215	41,739	10.5	22.3	24.6	36.6	.0442
OTHER COUNTIES							
Addison	433,116	31,367	17.5	29.2	21.8	21.4	.0118
Bennington	495,414	29,517	20.3	27.7	20.5	19.8	.0165
Caledonia	334,459	26,806	21.7	31.0	19.5	14.2	.0097
Essex	70,525	24,056	25.0	33.4	17.2	9.3	.0017
Franklin	478,605	29,192	18.9	30.2	22.1	16.7	.0139
Lamoille	262,647	29,200	19.9	29.9	19.9	18.5	.0074
Orange	318,531	29,245	19.8	31.6	21.1	17.1	.0084
Orleans	259,460	24,422	24.4	31.6	17.1	11.3	.0080
Rutland	804,765	29,200	18.9	30.3	20.8	17.9	.0247
Washington	763,683	30,767	18.4	28.3	21.6	20.5	.0219
Windham	554,061	28,813	19.0	31.5	21.0	16.2	.0171
Windsor	778,840	29,833	19.1	28.0	20.5	20.7	.0209
TOTAL METRO COUNTIES	**2,244,893**	**37,954**	**13.7**	**23.4**	**22.6**	**31.9**	**.0609**
TOTAL STATE	**7,798,999**	**30,824**	**18.2**	**28.2**	**21.2**	**21.3**	**.2229**

Virginia

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CHARLOTTESVILLE	**133.8**	**.0528**	**31.6**	**16.0**	**18.1**	**21.1**	**22.8**	**49.9**
Albemarle	69.7	.0275	32.1	14.5	17.9	22.8	22.1	25.2
Charlottesville city	40.6	.0160	29.6	23.0	19.0	17.1	22.7	16.2
• Charlottesville	40.6	.0160	29.6	23.0	19.0	17.1	22.7	16.2
Fluvanna	12.9	.0051	34.8	8.3	16.7	21.8	27.9	4.7
Greene	10.6	.0042	32.9	8.2	18.3	23.8	22.4	3.8
SUBURBAN TOTAL	93.2	.0368	32.6	12.9	17.8	22.8	22.9	33.7
DANVILLE	**107.6**	**.0425**	**36.9**	**8.7**	**14.7**	**21.4**	**31.5**	**42.0**
Danville city	53.1	.0210	38.0	9.0	13.9	19.8	34.4	21.8
• Danville	53.1	.0210	38.0	9.0	13.9	19.8	34.4	21.8
Pittsylvania	54.5	.0215	36.0	8.5	15.4	22.9	28.7	20.2
SUBURBAN TOTAL	54.5	.0215	36.0	8.5	15.4	22.9	28.7	20.2
LYNCHBURG	**142.3**	**.0561**	**34.4**	**12.5**	**14.9**	**20.9**	**28.2**	**52.9**
Amherst	28.6	.0113	35.4	10.6	15.1	23.0	27.6	9.8
Campbell	48.0	.0189	34.6	10.1	16.0	22.8	26.6	18.1
Lynchburg city	65.7	.0259	33.7	15.0	14.2	18.5	29.7	25.0
• Lynchburg	65.7	.0259	33.7	15.0	14.2	18.5	29.7	25.0
SUBURBAN TOTAL	76.6	.0302	34.9	10.2	15.7	22.9	26.9	27.9

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**1,076,098**	**242,627**	**97,080**	**112,298**	**57,190**	**181,198**	**39,287**
Albemarle	217,801	38,893	14,473	47,495	6,543	11,848	3,315
Charlottesville city	818,993	186,151	80,660	64,300	49,791	164,987	35,385
• Charlottesville	818,993	186,151	80,660	64,300	49,791	164,987	35,385
Fluvanna	17,607	8,613	685	69	287	2,210	102
Greene	21,697	8,970	1,262	434	569	2,153	485
SUBURBAN TOTAL	257,105	56,476	16,420	47,998	7,399	16,211	3,902
DANVILLE	**671,019**	**164,052**	**52,530**	**106,096**	**33,370**	**133,414**	**37,077**
Danville city	565,662	124,550	45,055	101,957	31,031	119,436	29,785
• Danville	565,662	124,550	45,055	101,957	31,031	119,436	29,785
Pittsylvania	105,357	39,502	7,475	4,139	2,339	13,978	7,292
SUBURBAN TOTAL	105,357	39,502	7,475	4,139	2,339	13,978	7,292
LYNCHBURG	**1,024,751**	**226,168**	**92,842**	**160,096**	**46,582**	**173,293**	**53,987**
Amherst	112,829	37,930	10,459	14,985	2,130	14,300	5,733
Campbell	194,699	49,631	11,918	13,957	7,814	52,402	13,951
Lynchburg city	717,223	138,607	70,465	131,154	36,638	106,591	34,303
• Lynchburg	717,223	138,607	70,465	131,154	36,638	106,591	34,303
SUBURBAN TOTAL	307,528	87,561	22,377	28,942	9,944	66,702	19,684

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VA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
NORFOLK–VIRGINIA BEACH–															
NEWPORT NEWS	1,447.2	.5705	30.1	12.4	19.5	20.5	20.0	511.9	10,037,389	1,962,878	992,216	1,167,760	525,986	2,245,495	360,297
Chesapeake city	161.5	.0636	31.5	9.2	18.3	23.4	20.2	55.4	1,016,251	210,756	77,902	118,797	21,172	278,124	42,237
Chesapeake	161.5	.0636	31.5	9.2	18.3	23.4	20.2	55.4	1,016,251	210,756	77,902	118,797	21,172	278,124	42,237
Gloucester	32.3	.0127	33.8	7.6	17.1	23.7	24.1	11.8	164,091	47,428	18,391	20,200	5,990	29,807	4,718
Hampton city	136.1	.0537	31.2	13.0	18.9	20.6	22.2	50.6	1,318,021	176,587	90,871	149,225	61,831	250,755	50,018
• Hampton	136.1	.0537	31.2	13.0	18.9	20.6	22.2	50.6	1,318,021	176,587	90,871	149,225	61,831	250,755	50,018
James City	37.5	.0148	34.7	8.9	16.9	23.4	26.2	14.0	195,555	21,213	10,381		80,817	11,898	277
Newport News city	173.0	.0683	30.0	11.9	20.8	19.4	20.1	65.2	1,249,231	218,254	87,538	164,600	53,298	366,661	37,359
• Newport News	173.0	.0683	30.0	11.9	20.8	19.4	20.1	65.2	1,249,231	218,254	87,538	164,600	53,298	366,661	37,359
Norfolk city	266.0	.1048	27.8	21.3	19.3	16.0	20.0	90.6	1,843,870	348,390	206,639	305,751	93,586	388,186	68,593
• Norfolk	266.0	.1048	27.8	21.3	19.3	16.0	20.0	90.6	1,843,870	348,390	206,639	305,751	93,586	388,186	68,593
Poquoson city	11.4	.0045	35.7	8.0	13.1	28.7	22.8	3.9	26,232	14,076	1,885		130	3,258	1,408
Poquoson	11.4	.0045	35.7	8.0	13.1	28.7	22.8	3.9	26,232	14,076	1,885		130	3,258	1,408
Portsmouth city	104.1	.0411	32.0	10.7	17.3	18.4	26.5	38.9	608,420	173,126	47,417	64,144	19,083	159,306	30,771
• Portsmouth	104.1	.0411	32.0	10.7	17.3	18.4	26.5	38.9	608,420	173,126	47,417	64,144	19,083	159,306	30,771
Suffolk city	53.3	.0210	34.0	8.4	15.9	21.3	27.1	19.0	268,577	57,346	15,075	14,562	6,531	57,665	10,171
• Suffolk	53.3	.0210	34.0	8.4	15.9	21.3	27.1	19.0	268,577	57,346	15,075	14,562	6,531	57,665	10,171
Virginia Beach city	415.8	.1640	29.3	12.6	21.5	22.1	15.6	143.6	2,847,285	579,141	318,176	293,210	150,752	657,179	94,826
• Virginia Beach	415.8	.1640	29.3	12.6	21.5	22.1	15.6	143.6	2,847,285	579,141	318,176	293,210	150,752	657,179	94,826
Williamsburg city	11.9	.0046	24.0	47.1	12.0	11.2	20.1	3.7	354,335	65,182	99,051	16,467	28,455	32,520	9,542
Williamsburg	11.9	.0046	24.0	47.1	12.0	11.2	20.1	3.7	354,335	65,182	99,051	16,467	28,455	32,520	9,542
York	44.3	.0174	33.1	8.2	15.5	26.5	20.6	15.2	145,521	51,379	18,890	20,804	4,341	10,136	10,377
SUBURBAN TOTAL	298.9	.1176	32.1	10.3	17.1	23.6	21.5	104.0	1,901,985	410,034	226,500	176,268	140,905	365,743	68,339
RICHMOND–PETERSBURG	886.6	.3496	33.6	10.1	17.8	23.5	24.8	340.2	6,783,404	1,350,502	600,528	820,660	351,402	1,447,168	279,636
Charles City	6.2	.0025	35.5	9.1	15.8	23.9	27.0	2.2	5,416	880	2,086	1,092	113	376	
Chesterfield	221.0	.0871	32.0	8.4	17.5	27.5	17.2	77.6	1,569,783	238,252	128,967	205,993	58,396	453,899	45,635
Colonial Heights city	16.0	.0064	38.6	8.9	13.5	22.3	33.4	6.4	140,939	40,017	12,778	21,348	5,548	16,719	9,950
Colonial Heights	16.0	.0064	38.6	8.9	13.5	22.3	33.4	6.4	140,939	40,017	12,778	21,348	5,548	16,719	9,950
Dinwiddie	20.9	.0082	35.3	9.2	15.9	22.6	27.8	7.5	24,857	12,882	3,142	37	877	2,313	989
Goochland	14.7	.0058	36.4	7.8	18.3	25.6	26.9	5.1	40,642	12,369	1,352	2,399	4,095	12,115	2,009
Hanover	66.5	.0262	35.0	9.2	15.8	25.0	24.9	23.9	403,195	101,293	31,246	30,225	29,578	61,797	18,154
Henrico	225.0	.0888	34.3	9.5	18.8	23.2	25.4	92.3	1,840,306	378,400	148,641	405,506	113,602	255,477	70,823
Hopewell city	23.0	.0091	33.0	10.3	16.7	19.9	26.7	9.0	157,377	35,328	19,474	22,008	2,896	19,653	9,658
Hopewell	23.0	.0091	33.0	10.3	16.7	19.9	26.7	9.0	157,377	35,328	19,474	22,008	2,896	19,653	9,658
New Kent	11.1	.0044	35.2	7.6	16.7	27.1	23.2	3.9	26,440	9,472	902	1,478	19	3,741	2,495

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Total Retail Sales	57

Source: S & MM, 1991 Survey of Buying Power

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POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Petersburg city	38.4	.0151	34.1	11.2	16.5	19.5	29.1	14.5	469,799	102,257	30,831	76,532	15,432	97,186	18,711
• Petersburg	38.4	.0151	34.1	11.2	16.5	19.5	29.1	14.5	469,799	102,257	30,831	76,532	15,432	97,186	18,711
Powhatan	15.9	.0062	34.0	9.2	19.6	26.6	21.5	4.7	33,698	14,460	1,361	247	397	11,861	2,286
Prince George	27.8	.0110	30.2	13.3	18.9	23.4	17.5	8.4	37,363	3,446	8,544		204	14,066	
Richmond city	200.1	.0788	33.6	13.0	18.7	19.6	27.8	84.7	2,032,589	401,446	211,204	53,795	120,545	498,062	98,926
• Richmond	200.1	.0788	33.6	13.0	18.7	19.6	27.8	84.7	2,032,589	401,446	211,204	53,795	120,545	498,062	98,926
SUBURBAN TOTAL	648.1	.2557	33.5	9.2	17.7	24.9	22.5	241.0	4,280,016	846,799	358,493	690,333	215,425	851,917	161,999
ROANOKE	225.0	.0889	36.8	9.3	15.5	22.9	30.1	90.0	2,090,618	334,548	179,906	274,303	105,746	477,988	80,830
Botetourt	25.5	.0101	37.2	8.0	14.7	25.7	28.3	9.3	79,566	23,483	1,847	246	325	10,327	760
Roanoke	80.0	.0316	37.6	8.5	14.1	25.7	29.2	30.7	351,304	86,214	42,726	20,517	24,024	37,875	13,971
Roanoke city	95.4	.0377	35.7	9.5	17.2	20.5	30.5	40.7	1,184,920	141,721	101,979	232,314	68,427	244,362	46,136
• Roanoke	95.4	.0377	35.7	9.5	17.2	20.5	30.5	40.7	1,184,920	141,721	101,979	232,314	68,427	244,362	46,136
Salem city	24.1	.0095	37.7	11.9	14.2	21.4	32.7	9.3	474,828	83,130	33,354	21,226	12,970	185,424	19,963
Salem	24.1	.0095	37.7	11.9	14.2	21.4	32.7	9.3	474,828	83,130	33,354	21,226	12,970	185,424	19,963
SUBURBAN TOTAL	129.6	.0512	37.6	9.0	14.2	24.9	29.7	49.3	905,698	192,827	77,927	41,989	37,319	233,626	34,694
OTHER COUNTIES															
Accomack	32.0	.0126	38.1	8.0	13.8	19.8	34.5	12.8	166,752	52,643	17,298	17,618	3,773	14,117	7,237
☐ Alexandria city	111.8	.0441	33.9	11.3	25.9	25.3	21.8	53.4	1,405,354	196,479	184,445	166,807	61,646	275,422	40,729
Alexandria	111.8	.0441	33.9	11.3	25.9	25.3	21.8	53.4	1,405,354	196,479	184,445	166,807	61,646	275,422	40,729
Alleghany	12.8	.0050	37.6	8.2	13.5	23.9	30.3	4.8	13,562	3,142	1,424	1,294	172	5,449	
Amelia	8.9	.0035	35.0	8.3	15.5	21.8	28.2	3.1	21,644	8,033	922	1,434	516	3,752	2,287
Appomattox	12.3	.0048	36.4	8.7	14.2	21.8	30.3	4.5	47,448	16,382	3,343	959	1,638	6,316	2,925
☐ Arlington	171.5	.0677	34.2	11.8	24.7	25.2	22.9	78.3	1,360,705	218,487	240,837	104,170	41,696	394,339	54,847
• Arlington	171.5	.0677	34.2	11.8	24.7	25.2	22.9	78.3	1,360,705	218,487	240,837	104,170	41,696	394,339	54,847
Augusta	55.8	.0220	35.3	8.5	16.2	24.2	26.3	20.3	208,991	34,910	13,720	4,795	2,142	69,066	5,316
Bath	4.6	.0018	39.4	9.1	13.3	21.9	34.4	1.9	15,722	3,514	1,563	1,108	202	356	113
Bedford	47.4	.0187	36.1	7.8	16.3	24.5	27.5	18.0	41,978	11,005	3,136	95	1,353	7,000	1,637
Bedford city	6.1	.0024	41.0	7.6	14.2	17.1	40.3	2.5	107,067	32,138	6,428	5,310	4,027	14,023	8,007
Bedford	6.1	.0024	41.0	7.6	14.2	17.1	40.3	2.5	107,067	32,138	6,428	5,310	4,027	14,023	8,007
Bland	6.5	.0025	37.1	8.4	15.8	24.4	29.2	2.2	20,539	2,926	500		136	9,805	
☐ Bristol city	18.1	.0072	38.3	9.9	13.9	19.6	34.9	7.4	234,374	50,365	17,588	20,433	16,251	42,466	8,518
• Bristol	18.1	.0072	38.3	9.9	13.9	19.6	34.9	7.4	234,374	50,365	17,588	20,433	16,251	42,466	8,518
Brunswick	15.9	.0063	34.6	12.0	14.4	20.2	29.3	5.5	43,809	14,412	3,074	1,993	1,702	11,510	2,453
Buchanan	30.4	.0119	32.5	9.8	16.9	23.1	22.7	10.7	128,013	56,540	5,458	5,082	5,836	22,700	12,348
Buckingham	13.0	.0052	35.6	8.9	16.5	21.8	29.2	4.4	33,870	9,660	1,393	1,987	520	12,346	836
Buena Vista city	6.3	.0025	37.0	12.3	12.9	21.0	32.0	2.4	36,917	13,343	2,366	888	178	5,538	468
Buena Vista	6.3	.0025	37.0	12.3	12.9	21.0	32.0	2.4	36,917	13,343	2,366	888	178	5,538	468

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VA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Caroline	19.5	.0077	33.4	9.7	16.5	21.7	23.7	6.7	50,732	22,058	2,956	476	631	5,461	1,529
Carroll	26.2	.0103	38.3	8.8	14.0	22.2	32.9	10.3	72,323	29,159	3,651	1,881	1,733	9,736	4,377
Charlotte	11.7	.0046	37.2	9.2	13.1	19.3	33.6	4.3	24,229	10,564	731	161	174	4,475	2,290
Clarke	12.5	.0049	36.9	8.3	15.6	23.3	30.0	4.3	21,600	7,861	2,472	1,140	761	1,183	648
Clifton Forge city	4.6	.0018	41.5	7.7	13.2	17.7	40.2	1.9	28,339	12,096	2,739	368	113	3,052	4,074
Clifton Forge	4.6	.0018	41.5	7.7	13.2	17.7	40.2	1.9	28,339	12,096	2,739	368	113	3,052	4,074
Covington city	6.8	.0026	39.8	9.3	14.1	19.0	37.3	3.0	141,223	28,781	8,954	24,764	6,110	44,556	5,991
Covington	6.8	.0026	39.8	9.3	14.1	19.0	37.3	3.0	141,223	28,781	8,954	24,764	6,110	44,656	5,991
Craig	4.5	.0018	36.8	8.4	15.6	23.3	29.6	1.7	3,944	2,765	280		37	187	248
Culpeper	28.9	.0114	33.4	9.1	16.7	22.0	25.4	10.1	165,350	41,064	14,345	22,950	6,873	31,088	7,377
Cumberland	7.8	.0031	35.8	8.5	14.1	20.7	30.4	2.8	29,340	12,337	809	199	858	4,862	260
Dickenson	17.0	.0067	34.4	8.8	14.7	22.2	26.9	6.3	57,755	21,029	3,114	8,383	1,295	8,130	5,786
Emporia city	6.1	.0024	37.9	8.0	13.7	17.4	36.2	1.9	103,688	23,627	9,478	4,147	3,187	21,935	6,495
Emporia	6.1	.0024	37.9	8.0	13.7	17.4	36.2	1.9	103,688	23,627	9,475	4,147	3,187	21,935	6,495
Essex	8.7	.0034	38.0	7.9	14.1	20.6	33.7	3.3	94,216	25,782	7,287	7,544	4,196	11,360	8,978
☐ Fairfax	858.1	.3384	33.5	9.5	18.5	28.0	19.4	305.6	6,891,549	1,427,426	675,910	943,908	560,717	1,304,032	214,134
☐ Fairfax city	19.5	.0077	34.1	12.9	19.5	22.2	26.0	7.3	796,842	78,613	62,825	39,877	56,469	360,184	35,373
Fairfax	19.5	.0077	34.1	12.9	19.5	22.2	26.0	7.3	796,842	78,613	62,825	39,877	56,469	360,184	35,373
☐ Falls Church city	9.6	.0038	38.1	6.9	17.0	28.0	28.5	4.2	269,385	36,911	20,197	2,097	19,490	124,328	9,968
Falls Church	9.6	.0038	38.1	6.9	17.0	28.0	28.5	4.2	269,385	36,911	20,197	2,097	19,490	124,328	9,968
Fauquier	51.6	.0203	33.5	8.4	17.3	24.9	22.5	17.5	284,127	99,688	26,310	14,824	5,316	44,401	10,722
Floyd	12.2	.0048	38.3	8.1	13.6	23.2	32.2	4.9	40,239	11,245	1,795	1,194	1,484	14,435	119
Franklin	40.2	.0159	35.7	11.1	14.9	22.6	28.4	15.0	144,690	40,515	8,802	11,164	3,623	28,213	7,565
Franklin city	7.9	.0031	35.4	8.0	14.5	20.1	30.4	3.0	93,232	25,888	5,461	12,147	4,885	20,452	6,534
Franklin	7.9	.0031	35.4	8.0	14.5	20.1	30.4	3.0	93,232	25,888	5,461	12,147	4,885	20,452	6,534
Frederick	47.8	.0188	33.3	8.6	17.6	23.9	23.1	17.2	134,377	26,084	13,552	9,721	4,273	31,920	1,442
Fredericksburg city	20.4	.0080	29.9	22.6	17.0	16.5	24.9	8.1	539,470	107,515	81,617	72,485	15,765	85,015	15,675
Fredericksburg	20.4	.0080	29.9	22.6	17.0	16.5	24.9	8.1	539,470	107,515	81,617	72,485	15,765	85,015	15,675
Galax city	6.6	.0026	39.9	8.5	13.6	19.0	37.3	2.8	125,214	24,930	7,560	27,304	6,504	18,649	7,974
Galax	6.6	.0026	39.9	8.5	13.4	19.0	37.3	2.8	125,214	24,930	7,560	27,304	6,504	18,649	7,974
Giles	16.2	.0064	38.4	9.1	13.4	22.7	32.6	6.4	89,110	29,077	7,025	5,543	2,948	15,612	7,414
Grayson	16.2	.0064	38.4	8.6	13.8	21.4	33.7	6.5	21,291	10,220	939	1,023	1,674	3,771	318
Greensville	8.7	.0034	35.4	9.1	13.1	21.2	29.4	3.1	6,737	544	573	287		72	
Halifax	28.9	.0114	37.4	8.4	13.5	21.6	32.0	10.7	61,633	29,274	1,759	2,496	2,176	4,616	2,321
Harrisonburg city	31.3	.0123	24.6	36.0	13.7	14.7	19.6	10.5	444,881	75,447	39,136	81,255	35,347	83,368	19,665
Harrisonburg	31.3	.0123	24.6	36.0	13.7	14.7	19.6	10.5	444,881	75,447	39,136	81,255	35,347	83,368	19,665
Henry	57.3	.0225	35.8	9.7	15.7	22.5	28.7	22.0	208,056	64,839	15,784	4,347	4,814	40,290	14,713
Highland	2.6	.0011	40.9	5.4	14.1	21.6	37.5	1.1	6,507	1,695	309	129	144	221	
Isle of Wight	25.7	.0101	34.1	8.3	17.1	23.0	25.5	9.4	87,924	33,030	6,102	4,631	819	13,157	5,330
King and Queen	6.3	.0025	35.9	8.7	14.5	21.1	30.3	2.3	5,997	1,640	626	43		3,370	
King George	14.0	.0055	31.8	9.5	18.1	22.5	21.7	4.9	35,195	14,243	4,061	231	241	3,968	888
King William	11.3	.0044	34.6	8.2	15.5	23.4	26.0	4.0	70,837	15,233	2,229	1,054	5,831	29,679	3,878
Lancaster	11.1	.0044	43.7	5.6	10.8	17.9	45.1	4.7	88,415	31,170	4,653	3,229	5,458	19,256	3,780

THE BEST-SELLING NEWSPAPER IN VIRGINIA

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The Washington Post
Court Broadens Voting Rights Act
Berlin Voted New Seat of Government

Circle No. 218 on Reader Service Card

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Lee	24.2	.0095	35.9	8.4	14.1	21.1	30.3	9.1	83,916	39,133	4,372	4,306	1,376	11,010	5,356
Lexington city	6.9	.0027	24.6	40.0	7.9	13.1	26.8	2.1	104,080	19,265	14,828	11,646	3,649	10,619	5,902
Lexington	6.9	.0027	24.6	40.0	7.9	13.1	26.8	2.1	104,080	19,265	14,828	11,646	3,649	10,619	5,902
☐ Loudoun	91.8	.0362	31.8	8.7	20.6	26.4	17.1	32.5	701,353	149,652	67,306	24,771	29,382	179,274	21,072
Louisa	20.7	.0082	35.3	8.4	15.8	21.9	28.6	7.6	50,839	16,188	2,913	6,384	746	6,075	1,159
Lunenburg	11.3	.0044	37.7	7.1	12.9	21.2	32.8	4.4	40,335	13,728	1,751	1,423	814	4,416	4,078
Madison	12.2	.0049	36.2	7.8	14.9	21.8	30.0	4.2	39,146	8,370	1,873	621	839	5,953	1,161
☐ Manassas city	30.2	.0119	29.2	11.5	22.7	23.6	13.3	10.2	598,684	129,385	26,641	32,305	31,485	254,719	22,432
Manassas	30.2	.0119	29.2	11.5	22.7	23.6	13.3	10.2	598,684	129,385	26,641	32,305	31,485	254,719	22,432
☐ Manassas Park city	6.9	.0027	28.0	11.1	24.8	19.0	13.6	2.2	6,449	1,900	199	1,060	198	399	716
Manassas Park	6.9	.0027	28.0	11.1	24.8	19.0	13.6	2.2	6,449	1,900	199	1,060	198	399	716
Martinsville city	16.0	.0063	38.8	8.0	14.1	19.8	35.5	6.8	269,158	41,746	17,957	51,584	14,791	40,173	14,190
Martinsville	16.0	.0063	38.8	8.0	14.1	19.8	35.5	6.8	269,158	41,746	17,957	51,584	14,791	40,173	14,190
Mathews	8.5	.0033	43.3	6.8	11.4	20.7	40.8	3.7	23,507	6,881	1,638	436	1,492	3,449	1,364
Mecklenburg	29.3	.0116	38.0	8.1	14.1	20.4	33.9	11.3	174,960	46,608	15,435	13,326	7,047	29,235	10,117
Middlesex	8.8	.0034	43.0	6.2	12.7	20.3	40.3	3.6	37,647	15,194	2,236	747	1,794	6,299	2,612
Montgomery	75.1	.0296	26.1	30.0	15.9	17.9	17.9	26.7	325,323	107,596	44,707	54,896	20,077	154,700	12,502
Nelson	12.8	.0051	37.5	7.4	14.3	22.8	31.3	4.8	62,867	15,700	944	2,249	390	28,764	1,680
Northampton	13.0	.0051	38.2	6.7	13.6	17.9	36.2	5.1	53,518	19,728	4,468	2,522	957	4,625	7,442
Northumberland	10.6	.0042	43.4	5.8	11.7	17.8	44.5	4.5	35,276	11,072	1,690	1,484	541	3,737	1,197
Norton city	4.2	.0017	34.3	10.1	14.7	20.8	28.2	1.7	70,667	9,027	5,694	10,184	1,728	17,320	5,093
Norton	4.2	.0017	34.3	10.1	14.7	20.8	28.2	1.7	70,667	9,027	5,694	10,184	1,728	17,320	5,093
Nottoway	14.9	.0058	37.3	8.6	15.5	20.4	33.0	5.2	85,400	26,698	4,441	8,545	2,575	20,966	6,285
Orange	22.2	.0088	36.9	7.9	14.8	21.6	31.4	8.3	105,291	23,849	6,977	5,417	3,890	25,848	9,489
Page	22.1	.0087	36.8	8.7	14.9	22.0	30.7	8.2	162,971	33,790	5,874	9,300	3,593	85,451	4,636
Patrick	17.4	.0069	38.4	8.8	14.0	21.9	33.1	6.9	57,530	18,243	2,836	6,206	720	10,771	4,890
Prince Edward	17.5	.0069	29.3	23.8	11.6	16.3	27.1	5.4	140,427	40,343	16,693	18,801	9,339	24,408	6,528
☐ Prince William	229.8	.0906	29.2	10.7	20.6	25.8	12.1	74.2	1,486,838	324,426	148,865	131,214	124,759	286,839	32,747
Pulaski	34.5	.0136	37.0	10.0	14.2	23.2	30.2	13.3	154,947	44,694	15,981	10,850	3,552	31,882	10,505
Radford city	16.2	.0064	23.6	46.5	9.7	13.1	17.6	5.2	122,490	28,391	10,560	12,675	7,540	27,952	5,824
Radford	16.2	.0064	23.6	46.5	9.7	13.1	17.6	5.2	122,490	28,391	10,560	12,675	7,540	27,952	5,824
Rappahannock	6.7	.0026	37.8	7.5	14.7	25.3	29.5	2.5	16,364	4,217	2,005	47	580	317	
Richmond	7.3	.0029	38.5	7.8	14.0	19.7	35.2	2.7	83,638	12,436	1,876	12,836	2,425	5,387	6,220
Rockbridge	18.3	.0072	37.2	9.8	14.5	22.1	31.4	7.2	78,638	6,777	4,519	2,145	648	4,789	881
Rockingham	58.7	.0231	35.0	9.8	15.6	22.3	27.7	21.2	143,522	43,632	8,827	2,586	7,144	24,616	8,253
Russell	28.0	.0111	35.1	9.0	15.8	22.9	27.2	10.4	110,314	34,167	7,089	8,949	4,041	12,591	10,136
☐ Scott	22.9	.0090	38.6	9.1	13.4	22.0	33.4	8.8	113,246	33,011	6,451	2,941	2,258	14,429	7,946
Shenandoah	32.2	.0127	38.0	8.7	14.6	21.6	32.9	12.7	188,045	40,113	17,112	7,859	4,586	39,642	8,283
Smyth	32.1	.0126	37.0	9.4	14.4	21.3	31.8	12.2	177,798	47,170	8,946	19,517	4,487	30,853	11,583
Southampton	17.1	.0068	34.3	10.7	16.8	19.9	29.0	6.1	38,521	18,080	820	444	826	9,850	1,519
South Boston city	6.7	.0026	38.9	8.3	12.3	20.7	35.0	2.7	107,599	15,509	11,879	20,143	5,468	16,639	8,191
South Boston	6.7	.0026	38.9	8.3	12.3	20.7	35.0	2.7	107,599	15,509	11,879	20,143	5,468	16,639	8,191
Spotsylvania	61.1	.0241	31.0	8.6	18.1	24.6	18.2	20.1	236,957	17,100	4,505	56,714	21,763	66,746	791
☐ Stafford	68.5	.0258	30.3	10.8	17.6	25.6	16.2	20.8	299,749	63,378	35,633	9,848	10,969	57,824	11,257
Staunton city	24.6	.0097	37.4	10.1	16.5	21.4	32.4	9.6	250,094	48,463	25,853	61,119	11,330	33,733	13,039
Staunton	24.6	.0097	37.4	10.1	16.5	21.4	32.4	9.6	250,094	48,463	25,853	61,119	11,330	33,733	13,039
Surry	6.3	.0025	34.7	8.3	15.6	21.0	28.6	2.3	10,483	6,158	1,314		285	1,086	61
Sussex	10.1	.0040	35.9	9.5	14.3	20.3	31.0	3.8	83,024	15,624	4,855	637	3,402	8,169	2,632
Tazewell	45.2	.0178	36.0	8.6	14.3	22.9	28.7	17.1	396,421	137,568	17,378	37,803	7,627	103,867	19,403
Warren	27.2	.0107	34.4	9.1	17.0	21.8	27.3	10.3	169,427	40,141	13,909	22,140	4,295	36,867	5,499
☐ Washington	46.1	.0182	37.3	9.7	14.2	23.2	30.5	17.6	178,166	37,693	15,513	15,278	8,622	36,631	7,460
Waynesboro city	18.6	.0073	37.0	8.8	15.1	20.3	32.5	7.6	193,683	48,220	18,639	17,660	14,885	49,652	10,147
Waynesboro	18.6	.0073	37.0	8.8	15.1	20.3	32.5	7.6	193,683	48,220	18,639	17,660	14,885	49,652	10,147
Westmoreland	15.7	.0062	39.1	7.7	13.4	19.7	35.8	6.2	61,486	21,010	5,250	1,944	140	16,760	3,098
Winchester city	22.9	.0091	34.4	11.9	17.2	19.9	29.1	9.5	502,919	96,225	47,919	104,986	28,014	101,926	22,598
Winchester	22.9	.0091	34.4	11.9	17.2	19.9	29.1	9.5	502,919	96,225	47,919	104,986	28,014	101,926	22,598
Wise	38.7	.0152	34.4	10.0	14.2	21.9	27.3	14.3	251,886	96,348	11,948	35,883	3,599	42,573	19,438
Wythe	25.5	.0101	36.8	9.4	14.4	21.9	30.8	9.9	160,323	29,317	12,935	9,605	3,866	33,544	7,686
TOTAL METRO COUNTIES	4,604.3	1.8887	33.4	11.3	18.7	28.5	21.6	1,709.4	36,896,968	7,068,501	3,617,512	4,145,927	2,084,318	7,989,459	1,318,313
TOTAL STATE	6,348.1	2.5889	33.0	11.3	17.8	23.0	23.4	2,349.7	46,702,863	9,571,321	4,374,672	5,170,436	2,452,584	9,971,267	1,800,101

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VA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLOTTESVILLE	1,994,139	32,437	16.7	25.7	21.0	24.8	.0551
Albemarle	1,125,701	36,072	14.7	24.9	22.6	29.3	.0242
Charlottesville city	576,061	27,753	19.9	25.7	17.5	20.7	.0244
● Charlottesville	576,061	27,753	19.9	25.7	17.5	20.7	.0244
Fluvanna	161,012	30,746	17.4	28.5	22.2	19.0	.0036
Greene	131,365	31,452	15.4	27.3	24.1	19.2	.0029
SUBURBAN TOTAL	1,418,078	34,632	15.2	25.8	22.6	26.7	.0307
DANVILLE	1,216,447	23,987	22.9	27.6	17.0	13.4	.0359
Danville city	609,194	21,711	24.6	25.1	15.4	12.8	.0218
● Danville	609,194	21,711	24.6	25.1	15.4	12.8	.0218
Pittsylvania	607,253	26,240	21.0	30.2	18.9	14.1	.0141
SUBURBAN TOTAL	607,253	26,240	21.0	30.2	18.9	14.1	.0141
LYNCHBURG	1,675,672	25,976	21.0	29.2	18.3	15.2	.0506
Amherst	308,969	27,655	20.5	31.3	21.0	13.7	.0082
Campbell	566,263	27,690	19.4	31.0	20.6	15.4	.0146
Lynchburg city	800,440	23,913	22.3	27.2	15.4	15.7	.0278
● Lynchburg	800,440	23,913	22.3	27.2	15.4	15.7	.0278
SUBURBAN TOTAL	875,232	27,678	19.7	31.1	20.8	14.8	.0228
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS	19,448,668	31,853	16.0	28.6	21.5	22.8	.5401
Chesapeake city	2,167,201	35,786	12.6	27.2	25.2	26.3	.0585
Chesapeake	2,167,201	35,786	12.6	27.2	25.2	26.3	.0585
Gloucester	394,899	30,435	17.3	30.0	24.6	16.2	.0105
Hampton city	1,802,935	31,417	15.6	29.5	21.6	21.6	.0566
● Hampton	1,802,935	31,417	15.6	29.5	21.6	21.6	.0566
James City	619,818	37,477	14.7	24.0	21.8	32.2	.0145
Newport News city	2,202,193	28,552	17.7	29.4	20.1	18.0	.0636
● Newport News	2,202,193	28,552	17.7	29.4	20.1	18.0	.0636
Norfolk city	3,164,784	25,147	21.5	30.0	17.0	14.8	.0938
● Norfolk	3,164,784	25,147	21.5	30.0	17.0	14.8	.0938
Poquoson city	170,612	39,650	11.9	24.7	22.3	35.8	.0037
Poquoson	170,612	39,650	11.9	24.7	22.3	35.8	.0037
Portsmouth city	1,139,514	24,847	21.8	30.1	17.7	13.1	.0335
● Portsmouth	1,139,514	24,847	21.8	30.1	17.7	13.1	.0335
Suffolk city	669,531	29,020	18.0	24.6	18.3	23.0	.0176
● Suffolk	669,531	29,020	18.0	24.6	18.3	23.0	.0176
Virginia Beach city	6,269,754	37,271	11.8	28.9	24.8	29.4	.1638
● Virginia Beach	6,269,754	37,271	11.8	28.9	24.8	29.4	.1638
Williamsburg city	153,701	28,046	19.3	29.0	15.6	21.9	.0088
Williamsburg	153,701	28,046	19.3	29.0	15.6	21.9	.0088
York	693,726	41,220	10.9	23.6	23.1	36.6	.0152
SUBURBAN TOTAL	4,199,957	35,884	13.4	26.6	23.9	27.6	.1112
RICHMOND-PETERSBURG	13,703,755	34,344	15.1	25.7	21.6	27.1	.3651
Charles City	68,428	28,439	19.2	29.2	20.6	15.6	.0015
Chesterfield	3,592,171	42,299	9.5	22.9	25.7	37.0	.0914
Colonial Heights city	269,914	38,006	13.1	25.0	22.7	32.1	.0072
Colonial Heights	269,914	38,006	13.1	25.0	22.7	32.1	.0072
Dinwiddie	257,441	30,277	19.5	26.2	22.4	19.7	.0055
Goochland	255,368	36,649	11.9	25.1	22.1	30.5	.0052
Hanover	1,083,254	41,483	11.4	21.4	24.6	36.4	.0263
Henrico	3,825,196	34,941	14.5	28.2	22.6	27.3	.0994
Hopewell city	300,059	29,976	17.4	27.8	21.9	19.2	.0083
Hopewell	300,059	29,976	17.4	27.8	21.9	19.2	.0083
New Kent	169,776	40,846	10.3	23.0	26.5	33.5	.0035
Petersburg city	400,989	22,294	24.6	26.3	15.1	13.0	.0162
● Petersburg	400,989	22,294	24.6	26.3	15.1	13.0	.0162
Powhatan	245,710	39,622	11.2	26.0	23.7	33.5	.0051
Prince George	413,489	41,927	9.5	24.6	23.7	37.4	.0084
Richmond city	2,819,960	25,034	20.8	26.4	16.4	17.2	.0871
● Richmond	2,819,960	25,034	20.8	26.4	16.4	17.2	.0871
SUBURBAN TOTAL	10,482,806	38,204	12.5	25.3	23.9	31.4	.2618
ROANOKE	3,173,337	29,611	19.1	27.7	20.5	19.8	.0947
Botetourt	336,670	32,784	17.3	26.9	24.4	21.5	.0078
Roanoke	1,275,267	36,497	13.6	25.7	24.5	28.1	.0292
Roanoke city	1,210,638	24,005	23.4	28.7	16.9	12.9	.0433
● Roanoke	1,210,638	24,005	23.4	28.7	16.9	12.9	.0433
Salem city	350,762	30,417	20.3	29.3	19.6	21.5	.0144
Salem	350,762	30,417	20.3	29.3	19.6	21.5	.0144
SUBURBAN TOTAL	1,962,699	34,503	15.6	26.7	23.5	25.6	.0514

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Accomack	334,852	21,257	26.0	30.6	13.3	9.0	.0099
☐ Alexandria city	2,883,913	44,592	8.0	21.1	24.0	41.7	.0706
Alexandria	2,883,913	44,592	8.0	21.1	24.0	41.7	.0706
Alleghany	163,791	30,327	18.5	27.3	20.9	21.4	.0034
Amelia	95,986	26,331	21.5	31.9	20.6	12.7	.0024
Appomattox	125,766	24,941	22.7	31.0	20.2	10.0	.0034
☐ Arlington	4,127,595	44,465	9.2	21.7	20.8	42.5	.0913
● Arlington	4,127,595	44,465	9.2	21.7	20.8	42.5	.0913
Augusta	718,194	30,621	17.8	31.5	23.0	18.1	.0174
Bath	58,613	26,601	20.7	26.4	18.5	16.3	.0015
Bedford	593,378	32,609	16.1	28.3	21.5	24.1	.0137
Bedford city	67,555	22,237	21.6	29.4	15.5	9.7	.0031
Bedford	67,555	22,237	21.6	29.4	15.5	9.7	.0031
Bland	39,006	22,489	23.7	29.5	17.9	7.8	.0016
☐ Bristol city	188,241	20,488	23.2	24.8	15.3	10.8	.0080
● Bristol	188,241	20,488	23.2	24.8	15.3	10.8	.0080
Brunswick	144,484	20,483	24.8	28.4	12.9	9.7	.0040
Buchanan	277,076	20,057	25.9	26.3	15.7	8.1	.0083
Buckingham	119,369	23,390	20.8	28.3	18.4	10.0	.0031
Buena Vista city	69,189	25,730	22.0	30.6	20.2	11.4	.0020
Buena Vista	69,189	25,730	22.0	30.6	20.2	11.4	.0020
Caroline	230,535	30,099	19.0	27.6	21.8	18.6	.0054
Carroll	244,775	21,477	23.5	34.8	13.7	5.6	.0066
Charlotte	104,507	20,920	23.9	30.9	14.1	7.4	.0027
Clarke	199,009	37,620	12.6	24.4	22.2	31.8	.0041
Clifton Forge city	52,579	21,607	23.2	29.0	14.1	10.1	.0015
Clifton Forge	52,579	21,607	23.2	29.0	14.1	10.1	.0015
Covington city	76,927	21,994	27.7	30.2	17.0	7.6	.0038
Covington	76,927	21,994	27.7	30.2	17.0	7.6	.0038
Craig	56,476	29,420	17.0	31.4	20.8	18.5	.0011
Culpeper	422,076	36,520	13.1	24.2	23.5	29.0	.0108
Cumberland	75,869	22,239	23.7	27.8	14.9	12.3	.0020
Dickenson	146,587	18,429	29.2	25.9	11.5	8.3	.0043
Emporia city	51,313	21,943	24.7	29.6	15.1	9.6	.0029
Emporia	51,313	21,943	24.7	29.6	15.1	9.6	.0029
Essex	108,779	28,869	18.0	28.4	20.8	18.2	.0037
☐ Fairfax	21,200,803	61,813	4.0	11.8	16.8	64.9	.4655
☐ Fairfax city	375,032	46,728	8.1	21.0	23.1	44.4	.0197
Fairfax	375,032	46,728	8.1	21.0	23.1	44.4	.0197
☐ Falls Church city	250,669	52,866	6.5	16.4	17.2	54.4	.0085
Falls Church	250,669	52,866	6.5	16.4	17.2	54.4	.0085
Fauquier	914,067	43,725	10.1	20.7	24.2	39.9	.0209
Floyd	132,615	23,847	21.7	32.9	15.3	10.8	.0034
Franklin	479,098	27,055	20.2	32.0	18.2	14.9	.0119
Franklin city	81,242	20,185	26.1	21.8	14.9	13.6	.0033
Franklin	81,242	20,185	26.1	21.8	14.9	13.6	.0033
Frederick	611,857	31,961	17.0	30.7	24.8	18.8	.0142
Fredericksburg city	282,813	27,966	19.6	29.9	17.1	20.1	.0143
Fredericksburg	282,813	27,966	19.6	29.9	17.1	20.1	.0143
Galax city	72,615	21,383	25.8	29.0	15.5	8.4	.0035
Galax	72,615	21,383	25.8	29.0	15.5	8.4	.0035
Giles	180,856	24,315	22.9	31.2	16.5	12.1	.0052
Grayson	164,492	22,529	25.2	31.6	15.7	8.6	.0039
Greensville	90,529	25,044	20.1	30.5	17.2	12.2	.0021
Halifax	264,446	21,984	23.2	30.2	17.0	7.2	.0069
Harrisonburg city	371,202	26,988	21.2	27.6	17.3	18.2	.0149
Harrisonburg	371,202	26,988	21.2	27.6	17.3	18.2	.0149
Henry	628,608	25,134	25.1	31.5	18.6	10.8	.0163
Highland	29,359	22,340	25.7	28.2	16.5	9.3	.0008
Isle of Wight	314,304	29,610	16.0	29.6	21.0	19.5	.0076
King and Queen	74,919	28,780	17.4	27.8	21.0	17.7	.0016
King George	224,982	39,089	10.5	26.8	23.6	32.9	.0047
King William	161,165	36,979	15.2	21.9	25.4	27.5	.0042
Lancaster	193,782	28,747	18.6	26.4	17.7	21.1	.0049
Lee	186,553	15,320	30.8	22.5	9.7	5.7	.0058
Lexington city	68,009	22,412	19.9	22.2	16.6	15.1	.0032
Lexington	68,009	22,412	19.9	22.2	16.6	15.1	.0032
☐ Loudoun	1,773,243	50,505	6.4	16.4	22.8	50.9	.0427
Louisa	282,105	30,814	17.6	25.7	20.4	22.9	.0062

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Lunenburg	115,577	22,604	23.2	30.5	15.6	9.9	.0031
Madison	131,798	26,324	21.3	29.2	18.0	15.4	.0034
☐ Manassas city	553,105	48,430	6.2	18.4	25.0	47.4	.0196
Manassas	553,105	48,430	6.2	18.4	25.0	47.4	.0196
☐ Manassas Park city	88,781	38,786	6.5	28.2	33.7	26.9	.0018
Manassas Park	88,781	38,786	6.5	28.2	33.7	26.9	.0018
Martinsville city	209,566	22,991	23.6	24.8	16.3	15.0	.0086
Martinsville	209,566	22,991	23.6	24.8	16.3	15.0	.0086
Mathews	112,570	26,358	21.3	27.3	18.0	16.7	.0025
Mecklenburg	299,082	21,308	25.0	27.6	15.7	9.5	.0092
Middlesex	127,465	26,229	21.5	28.8	16.2	18.2	.0030
Montgomery	831,546	24,378	22.1	26.5	15.4	17.1	.0257
Nelson	151,363	25,475	22.1	27.6	17.8	15.9	.0042
Northampton	144,203	21,245	23.4	25.5	12.7	14.1	.0039
Northumberland	148,447	25,867	22.8	27.2	16.1	17.8	.0034
Norton city	37,543	15,879	25.1	23.4	9.1	8.6	.0020
Norton	37,543	15,879	25.1	23.4	9.1	8.6	.0020
Nottoway	142,769	22,077	24.0	30.8	14.4	9.7	.0045
Orange	301,928	32,646	15.0	28.0	23.8	22.2	.0074
Page	243,936	25,039	22.1	32.3	17.6	12.2	.0078
Patrick	189,547	23,987	23.2	28.7	18.3	10.6	.0049
Prince Edward	160,096	23,197	21.5	26.9	17.6	11.9	.0059
☐ Prince William	3,951,958	49,369	5.6	17.9	25.0	48.9	.0956
Pulaski	351,337	22,322	26.9	29.0	17.1	9.4	.0099
Radford city	146,293	19,448	23.5	25.2	13.7	9.9	.0052
Radford	146,293	19,448	23.5	25.2	13.7	9.9	.0052
Rappahannock	101,073	31,548	16.7	28.2	21.2	22.2	.0022
Richmond	84,180	26,363	20.9	28.5	17.7	16.2	.0026

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Rockbridge	200,066	24,274	24.0	30.9	15.9	11.5	.0054
Rockingham	729,215	30,007	17.8	31.5	21.7	18.3	.0168
Russell	230,467	18,001	27.3	25.8	12.6	6.9	.0071
☐ Scott	204,552	18,962	24.7	25.2	14.2	8.3	.0064
Shenandoah	401,438	27,081	19.6	30.0	19.2	15.0	.0110
Smyth	314,108	21,774	25.5	31.3	15.2	7.6	.0097
Southampton	201,673	27,477	19.1	25.8	17.9	18.8	.0047
South Boston city	81,801	21,827	25.7	25.9	13.1	15.1	.0034
South Boston	81,801	21,827	25.7	25.9	13.1	15.1	.0034
Spotsylvania	857,393	39,741	10.7	24.1	28.5	31.1	.0200
☐ Stafford	1,015,658	44,624	7.6	20.3	25.9	41.1	.0237
Staunton city	324,732	26,557	21.0	30.5	18.7	15.0	.0103
Staunton	324,732	26,557	21.0	30.5	18.7	15.0	.0103
Surry	63,298	23,556	21.8	31.3	15.8	11.7	.0016
Sussex	100,939	21,896	23.4	26.8	14.8	11.9	.0030
Tazewell	459,088	21,049	26.2	26.6	14.6	10.9	.0163
Warren	354,877	30,800	18.3	28.2	22.5	19.6	.0096
☐ Washington	498,350	23,009	25.0	30.2	15.2	11.6	.0132
Waynesboro city	239,971	26,490	22.7	29.3	18.9	16.0	.0079
Waynesboro	239,971	26,490	22.7	29.3	18.9	16.0	.0079
Westmoreland	198,567	26,509	21.8	28.0	17.7	18.0	.0050
Winchester city	331,542	27,964	19.2	30.7	17.9	18.4	.0145
Winchester	331,542	27,964	19.2	30.7	17.9	18.4	.0145
Wise	371,100	20,530	26.2	25.2	15.0	10.9	.0121
Wythe	254,837	21,275	27.4	27.6	15.5	9.8	.0081
TOTAL METRO COUNTIES	**78,323,918**	**38,184**	**13.0**	**23.4**	**20.5**	**34.1**	**2.0081**
TOTAL STATE	**98,575,962**	**34,400**	**15.1**	**24.8**	**20.0**	**29.1**	**2.5765**

Washington

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BELLINGHAM	**132.5**	**.0523**	**33.0**	**12.6**	**15.2**	**22.7**	**24.3**	**50.5**
Whatcom	132.5	.0523	33.0	12.6	15.2	22.7	24.3	50.5
• Bellingham	54.1	.0213	31.6	20.4	15.4	20.6	24.2	22.0
SUBURBAN TOTAL	78.4	.0310	34.0	7.3	14.8	24.1	24.5	28.5
BREMERTON	**199.4**	**.0786**	**32.1**	**10.2**	**16.4**	**23.4**	**21.9**	**72.9**
Kitsap	199.4	.0786	32.1	10.2	16.4	23.4	21.9	72.9
• Bremerton	40.0	.0158	28.9	18.4	18.7	15.9	22.6	15.4
SUBURBAN TOTAL	159.4	.0628	33.1	8.2	15.8	25.3	21.7	57.5
OLYMPIA	**168.3**	**.0664**	**34.0**	**8.9**	**15.5**	**24.7**	**23.8**	**64.8**
Thurston	168.3	.0664	34.0	8.9	15.5	24.7	23.8	64.8
• Olympia	35.3	.0139	35.4	10.1	16.5	24.3	26.4	15.5
SUBURBAN TOTAL	133.0	.0525	33.6	8.6	15.2	24.8	23.2	49.3
RICHLAND–KENNEWICK–PASCO	**152.2**	**.0601**	**31.4**	**8.5**	**15.8**	**22.0**	**22.4**	**55.2**
Benton	114.1	.0450	32.3	8.1	15.9	22.7	23.0	42.9
• Kennewick	42.7	.0168	30.2	9.8	17.7	21.6	19.8	16.3
• Richland	32.8	.0129	35.2	7.6	15.4	22.7	27.6	13.4
Franklin	38.1	.0151	28.7	9.5	14.9	19.7	21.0	12.3
• Pasco	20.7	.0082	27.4	11.5	16.2	16.5	21.2	6.9
SUBURBAN TOTAL	56.0	.0222	32.0	6.9	14.4	23.9	21.8	18.6

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BELLINGHAM	**1,090,725**	**268,942**	**122,432**	**119,752**	**70,445**	**127,908**	**49,586**
Whatcom	1,090,725	268,942	122,432	119,752	70,445	127,908	49,586
• Bellingham	730,607	168,412	79,483	104,657	55,854	94,952	38,438
SUBURBAN TOTAL	360,118	100,530	42,949	15,095	14,591	32,956	11,148
BREMERTON	**1,178,139**	**202,099**	**117,136**	**141,021**	**68,016**	**168,512**	**67,225**
Kitsap	1,178,139	202,099	117,136	141,021	68,016	168,512	67,225
• Bremerton	470,336	79,727	54,583	83,767	30,407	94,465	29,822
SUBURBAN TOTAL	707,803	202,372	62,553	57,254	37,609	74,047	37,403
OLYMPIA	**1,203,358**	**288,675**	**124,607**	**131,208**	**70,502**	**196,606**	**56,355**
Thurston	1,203,358	288,675	124,607	131,208	70,502	196,606	56,355
• Olympia	709,289	129,113	66,910	80,332	43,966	168,236	26,202
SUBURBAN TOTAL	494,069	159,562	57,697	50,876	26,536	28,370	30,153
RICHLAND–KENNEWICK–PASCO	**1,109,990**	**265,483**	**115,136**	**147,161**	**41,881**	**232,091**	**66,413**
Benton	765,207	201,314	92,737	118,474	37,159	75,212	53,717
• Kennewick	485,911	118,065	51,647	91,144	17,355	42,137	30,676
• Richland	216,631	58,049	35,148	25,563	16,967	21,571	19,273
Franklin	344,783	64,169	22,399	28,687	4,722	156,879	12,696
• Pasco	246,648	55,624	19,222	28,513	3,772	85,452	9,601
SUBURBAN TOTAL	160,800	33,745	9,119	1,941	3,787	82,931	6,863

WASH. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
SEATTLE	**2,032.6**	**.8014**	**33.7**	**9.5**	**19.0**	**24.8**	**22.7**	**811.2**	**17,886,958**	**3,634,343**	**2,340,587**	**1,888,872**	**1,073,491**	**2,835,990**	**801,705**
King	1,542.9	.6083	34.1	9.7	19.3	24.9	23.2	630.6	14,314,846	2,961,784	1,956,281	1,409,798	788,490	2,239,086	653,616
• Auburn	33.9	.0134	32.0	10.1	19.5	20.4	23.7	13.7	486,425	96,999	40,723	15,954	12,500	217,535	20,967
Bellevue	88.9	.0351	35.9	9.7	17.5	25.2	26.4	36.6	1,729,097	209,765	166,877	201,800	144,786	365,277	53,607
Kirkland	41.0	.0162	33.2	10.7	22.5	25.3	20.7	17.6	485,623	88,241	62,658	65,131	9,336	73,058	24,904
Renton	42.7	.0168	32.4	10.8	22.8	21.9	22.1	18.7	822,993	116,829	86,076	32,487	19,914	317,961	40,603
• Seattle	528.5	.2084	35.4	11.7	21.0	24.3	26.4	242.4	5,317,456	1,015,321	886,042	555,115	303,015	635,165	209,652
Snohomish	489.7	.1931	32.3	8.5	18.6	24.1	20.9	180.6	3,572,112	722,559	384,306	479,074	285,001	596,904	148,089
• Everett	73.5	.0290	31.9	10.8	20.1	20.1	23.8	30.1	942,256	190,777	112,328	143,286	50,283	184,183	34,724
SUBURBAN TOTAL	1,396.7	.5506	33.1	8.5	18.4	25.3	21.1	525.0	11,140,821	2,381,246	1,301,494	1,174,517	707,693	1,799,107	536,362
SEATTLE-TACOMA CONSOLIDATED AREA	***2,637.5***	***1.0399***	***33.2***	***9.8***	***18.8***	***24.1***	***22.5***	***1,032.6***	***22,083,981***	***4,445,418***	***2,830,862***	***2,482,280***	***1,292,316***	***3,664,906***	***978,786***
SPOKANE	**365.4**	**.1441**	**33.4**	**10.1**	**15.8**	**21.9**	**25.6**	**143.4**	**3,118,833**	**689,958**	**356,446**	**413,445**	**114,994**	**650,582**	**110,450**
Spokane	365.4	.1441	33.4	10.1	15.8	21.9	25.6	143.4	3,118,833	689,958	356,446	413,445	114,994	650,582	110,450
• Spokane	179.2	.0707	33.8	10.5	17.0	20.0	27.9	76.1	2,096,715	404,356	251,256	316,744	86,290	413,285	77,090
SUBURBAN TOTAL	186.2	.0734	33.0	9.8	14.8	23.7	23.3	67.3	1,022,118	285,602	105,190	96,701	28,704	237,297	33,360
TACOMA	**604.9**	**.2385**	**31.6**	**11.0**	**17.6**	**21.7**	**22.3**	**221.4**	**4,197,023**	**811,075**	**490,275**	**593,408**	**218,825**	**828,916**	**177,081**
Pierce	604.9	.2385	31.6	11.0	17.6	21.7	22.3	221.4	4,197,023	811,075	490,275	593,408	218,825	828,916	177,081
• Tacoma	182.3	.0719	32.2	10.8	18.0	19.9	25.0	72.0	1,929,348	266,313	228,669	337,376	117,474	426,579	67,658
SUBURBAN TOTAL	422.6	.1666	31.3	11.1	17.4	22.4	21.2	149.4	2,267,675	544,762	261,606	256,032	101,351	402,337	109,423
VANCOUVER	**250.2**	**.0986**	**33.1**	**8.5**	**16.0**	**24.3**	**22.7**	**92.8**	**1,392,459**	**304,006**	**170,967**	**195,516**	**60,062**	**246,556**	**75,903**
Clark	250.2	.0986	33.1	8.5	16.0	24.3	22.7	92.8	1,392,459	304,006	170,967	195,516	60,062	246,556	75,903
• Vancouver	48.7	.0192	33.7	10.9	17.9	19.5	28.1	21.1	406,177	58,750	64,058	25,264	27,431	107,676	26,613
SUBURBAN TOTAL	201.5	.0794	33.0	7.9	15.3	25.5	21.4	71.7	986,282	245,256	106,909	170,252	32,581	138,880	49,290
YAKIMA	**191.7**	**.0755**	**31.8**	**9.3**	**14.7**	**20.1**	**25.2**	**66.7**	**1,233,242**	**310,931**	**132,055**	**133,618**	**51,690**	**223,719**	**55,408**
Yakima	191.7	.0755	31.8	9.3	14.7	20.1	25.2	66.7	1,233,242	310,931	132,055	133,618	51,690	223,719	55,408
• Yakima	55.7	.0220	33.1	10.2	15.7	19.1	27.9	21.8	729,932	152,729	81,073	95,990	36,189	138,095	25,946
SUBURBAN TOTAL	136.0	.0535	31.3	9.0	14.4	20.5	24.1	44.9	503,310	158,202	50,982	37,628	15,501	85,624	29,462

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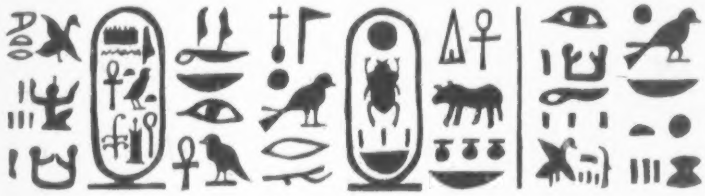
WASH. (cont.)

POPULATION

S&MM ESTIMATES 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
OTHER COUNTIES															
Adams	13.7	.0054	30.8	7.7	13.8	20.1	24.1	4.6	50,442	17,278	11,017	327	1,096	3,655	4,640
Asotin	17.6	.0069	35.5	7.1	14.4	20.3	30.4	7.0	75,683	24,538	8,684		5,972	4,965	13,768
Chelan	53.3	.0210	35.5	7.7	14.6	21.7	29.1	21.1	466,148	101,906	54,843	34,482	18,151	80,933	26,958
Clallam	58.7	.0232	38.9	6.7	13.0	21.1	34.9	23.6	397,038	98,259	47,409	19,532	19,686	50,445	32,674
Columbia	4.0	.0016	39.5	6.1	12.1	22.3	34.7	1.6	10,106	3,674	922	533	192	180	1,162
Cowlitz	83.9	.0331	34.7	8.3	14.6	22.5	27.1	32.3	593,555	149,152	81,994	78,712	17,804	108,493	26,295
Douglas	27.0	.0106	33.8	7.9	14.9	22.7	25.5	10.0	161,090	71,446	21,531	9,154	3,604	12,214	3,145
Ferry	6.4	.0025	32.8	7.8	13.2	23.5	23.6	2.2	23,699	8,220	4,434		564	1,997	1,053
Garfield	2.2	.0008	41.2	3.5	10.6	20.5	39.2	.9	5,732	1,574	836		305	553	147
Grant	55.7	.0220	32.1	8.3	14.1	20.1	25.8	20.0	333,277	106,137	34,757	12,820	8,283	44,607	23,630
Grays Harbor	64.8	.0255	35.8	7.7	14.0	21.3	29.9	25.8	390,257	109,182	53,167	30,174	18,375	43,572	27,720
Island	63.9	.0252	32.7	10.7	17.4	20.0	26.0	23.1	262,727	86,917	32,866	1,697	14,114	33,307	8,340
Jefferson	21.2	.0084	41.3	4.9	11.3	24.2	37.0	9.1	96,792	31,614	14,052	3,147	2,972	3,341	4,018
Kittitas	27.3	.0108	30.9	21.1	12.7	19.8	25.0	10.6	184,000	53,363	28,687	9,533	5,403	21,660	3,765
Klickitat	16.6	.0065	35.0	6.8	13.8	23.5	26.6	6.2	48,048	19,065	4,421	837	1,033	5,163	2,669
Lewis	60.8	.0240	35.3	7.6	13.4	20.9	29.5	23.0	413,538	120,541	53,285	37,058	12,060	57,503	24,444
Lincoln	8.8	.0035	40.0	4.2	11.9	21.1	36.3	3.6	29,314	12,607	2,766	603	544	4,542	2,907
Mason	40.2	.0158	37.5	7.1	13.7	21.8	32.1	15.3	169,324	69,357	18,623	4,307	8,253	17,611	6,846
Okanogan	33.8	.0134	35.4	7.0	13.4	22.2	28.5	12.8	205,210	76,641	13,990	4,693	2,111	20,235	9,877
Pacific	19.2	.0075	40.9	6.0	11.7	19.6	38.6	8.0	88,325	32,185	14,883	2,533	2,205	970	5,273
Pend Oreille	9.0	.0036	36.6	5.2	12.5	23.2	29.4	3.4	35,218	16,932	2,037	97	413	4,793	1,145
San Juan	10.7	.0042	42.6	3.5	10.8	27.0	38.0	4.7	72,632	22,378	15,606	2,188	1,766	1,606	1,624
Skagit	82.5	.0325	36.0	7.8	14.1	22.3	29.4	31.7	623,512	144,508	78,857	26,113	27,446	116,637	41,381
Skamania	8.4	.0033	33.9	6.7	15.3	24.2	24.2	3.1	11,861	5,794	1,452	828		205	420
Stevens	31.5	.0124	35.0	5.8	12.7	24.2	25.8	11.5	116,664	39,907	11,467	2,609	3,812	13,307	4,253
Wahkiakum	3.3	.0013	40.2	5.8	11.1	21.7	36.4	1.3	6,280	4,125	673	334		611	
Walla Walla	48.6	.0191	34.0	12.1	14.2	20.3	28.3	17.7	277,440	89,076	25,786	29,533	13,719	41,571	21,537
Whitman	38.8	.0153	24.7	33.6	14.1	15.8	18.4	13.7	158,542	54,154	18,434	1,579	3,896	23,232	11,940
TOTAL METRO COUNTIES	4,097.2	1.6185	33.1	9.8	17.5	23.6	23.1	1,578.9	32,410,727	6,905,512	3,969,641	3,764,001	1,769,906	5,810,880	1,460,126
TOTAL STATE	5,009.1	1.9749	33.4	9.7	16.9	23.2	24.1	1,926.8	37,717,181	8,476,042	4,627,120	4,077,424	1,963,683	6,328,888	1,771,757



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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BELLINGHAM	**1,913,245**	**30,713**	**17.9**	**27.5**	**19.7**	**23.1**	**.0540**
Whatcom	1,913,245	30,713	17.9	27.5	19.7	23.1	.0540
• Bellingham	778,184	27,124	20.7	28.2	16.1	20.2	.0267
SUBURBAN TOTAL	1,135,061	33,769	15.8	26.7	22.5	25.5	.0273
BREMERTON	**2,963,850**	**34,372**	**14.1**	**27.4**	**23.1**	**25.8**	**.0748**
Kitsap	2,963,850	34,372	14.1	27.4	23.1	25.8	.0748
• Bremerton	485,254	24,882	22.4	31.6	18.7	11.3	.0174
SUBURBAN TOTAL	2,478,596	37,280	12.0	26.3	24.3	29.7	.0574
OLYMPIA	**2,471,655**	**33,531**	**16.0**	**26.9**	**22.5**	**24.9**	**.0662**
Thurston	2,471,655	33,531	16.0	26.9	22.5	24.9	.0662
• Olympia	573,888	31,056	17.1	25.8	20.7	23.0	.0222
SUBURBAN TOTAL	1,897,767	34,240	15.6	27.2	23.1	25.6	.0440
RICHLAND–KENNEWICK–PASCO	**2,063,175**	**32,464**	**16.9**	**24.8**	**20.5**	**25.8**	**.0579**
Benton	1,639,209	34,297	16.3	24.0	21.7	27.2	.0436
• Kennewick	557,802	29,977	18.5	25.0	20.8	-21.5	.0189
• Richland	570,250	38,421	14.2	22.4	19.4	35.4	.0138
Franklin	423,966	27,640	19.0	27.4	16.5	20.7	.0143
• Pasco	181,725	20,823	23.5	27.1	12.9	11.7	.0081
SUBURBAN TOTAL	753,398	35,957	14.9	25.6	24.1	27.7	.0171
SEATTLE	**37,732,103**	**39,565**	**12.8**	**23.0**	**21.8**	**34.5**	**.9608**
King	29,704,922	38,970	13.0	22.9	20.9	35.0	.7557
• Auburn	498,872	32,306	17.1	25.7	22.2	23.3	.0174
Bellevue	2,148,713	46,593	9.7	19.9	19.4	46.0	.0643
Kirkland	889,821	41,205	10.1	24.2	24.1	36.5	.0232
Renton	737,341	35,442	15.0	25.6	21.8	28.9	.0268
• Seattle	10,071,478	31,925	17.1	25.4	18.4	26.8	.2643
Snohomish	8,027,181	39,362	12.2	23.7	24.3	33.0	.2051
• Everett	1,073,336	30,580	18.6	27.2	21.7	20.8	-.0357
SUBURBAN TOTAL	26,088,417	42,834	10.3	21.7	23.3	39.2	.6434
SEATTLE–TACOMA CONSOLIDATED AREA	***46,257,962***	***37,610***	***13.6***	***23.7***	***21.8***	***32.4***	***1.1919***
SPOKANE	**4,909,450**	**27,910**	**20.1**	**26.9**	**19.1**	**18.9**	**.1460**
Spokane	4,909,450	27,910	20.1	26.9	19.1	18.9	.1460
• Spokane	2,333,530	24,246	22.6	26.9	17.1	14.6	.0800
SUBURBAN TOTAL	2,575,920	32,223	17.3	27.0	21.5	23.7	.0660
TACOMA	**8,525,859**	**32,616**	**16.8**	**26.3**	**21.7**	**24.3**	**.2311**
Pierce	8,525,859	32,616	16.8	26.3	21.7	24.3	.2311
• Tacoma	2,365,848	27,362	20.4	26.5	19.8	17.3	.0779
SUBURBAN TOTAL	6,160,011	35,159	15.1	26.3	22.5	27.7	.1532

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
VANCOUVER	**3,630,575**	**34,132**	**15.7**	**26.0**	**22.5**	**26.0**	**.0913**
Clark	3,630,575	34,132	15.7	26.0	22.5	26.0	.0913
• Vancouver	644,120	23,654	24.4	28.3	16.7	13.2	.0192
SUBURBAN TOTAL	2,986,455	37,214	13.1	25.4	24.1	29.8	.0721
YAKIMA	**2,128,143**	**25,603**	**21.5**	**27.8**	**17.6**	**16.2**	**.0639**
Yakima	2,128,143	25,603	21.5	27.8	17.6	16.2	.0639
• Yakima	666,339	24,160	22.1	27.3	16.7	14.8	.0253
SUBURBAN TOTAL	1,461,804	26,337	21.2	28.2	18.0	16.8	.0386
OTHER COUNTIES							
Adams	141,411	25,994	21.0	32.4	17.7	13.8	.0039
Asotin	209,925	24,986	21.2	27.4	17.9	14.8	.0054
Chelan	702,974	26,402	22.2	27.0	16.8	19.0	.0213
Clallam	778,865	27,173	21.3	29.0	18.9	16.6	.0216
Columbia	46,396	23,924	22.3	28.7	17.9	11.9	.0012
Cowlitz	1,107,903	30,101	19.2	25.2	21.2	20.6	.0312
Douglas	334,530	28,481	19.4	30.2	20.3	17.9	.0093
Ferry	67,617	28,086	19.0	28.7	18.8	16.8	.0018
Garfield	26,956	25,707	22.1	33.1	18.7	10.9	.0007
Grant	603,991	24,594	23.0	28.6	17.7	14.0	.0180
Grays Harbor	809,107	25,601	22.3	26.9	18.5	15.7	.0223
Island	922,728	31,444	17.7	31.6	20.7	22.2	.0218
Jefferson	295,904	26,691	22.8	27.6	18.9	16.6	.0073
Kittitas	300,197	22,122	23.3	25.2	16.0	12.8	.0092
Klickitat	195,841	26,050	22.0	28.9	17.9	15.4	.0047
Lewis	706,137	26,054	21.6	28.0	18.9	15.1	.0211
Lincoln	111,168	26,299	21.9	29.2	18.9	14.9	.0027
Mason	499,215	27,681	20.0	29.7	20.0	16.2	.0127
Okanogan	351,622	21,288	25.8	28.3	14.1	10.4	.0107
Pacific	221,208	21,994	25.8	27.1	14.0	13.2	.0060
Pend Oreille	89,389	22,156	25.3	28.8	15.1	10.9	.0025
San Juan	228,582	33,333	19.3	26.1	19.5	27.5	.0051
Skagit	1,176,215	30,398	17.7	28.1	21.0	21.2	.0395
Skamania	97,384	28,871	20.3	29.0	22.3	14.7	.0022
Stevens	349,505	26,380	20.3	28.7	18.4	15.2	.0091
Wahkiakum	39,745	26,266	21.7	30.5	17.7	13.2	.0010
Walla Walla	584,616	26,391	22.6	26.4	18.6	17.0	.0162
Whitman	443,756	24,028	22.2	24.1	14.6	18.6	.0117
TOTAL METRO COUNTIES	**66,338,055**	**35,184**	**15.1**	**24.8**	**21.4**	**28.9**	**1.7466**
TOTAL STATE	**77,780,942**	**33,579**	**16.1**	**25.3**	**20.9**	**26.8**	**2.0993**

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West Virginia

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	249.9	.0986	36.7	8.2	15.0	22.6	30.2	100.4	1,825,939	398,094	172,694	261,970	69,942	441,586	86,212
Kanawha	205.9	.0812	37.2	8.2	14.8	22.3	31.3	84.3	1,640,185	348,630	154,219	252,180	63,637	388,874	79,257
• Charleston	56.8	.0224	38.1	8.0	15.3	21.1	33.6	25.2	821,132	110,240	84,572	190,174	37,820	162,977	32,861
Putnam	44.0	.0174	34.6	7.9	15.7	24.4	25.1	16.1	185,754	49,464	18,475	9,790	6,305	52,712	6,955
SUBURBAN TOTAL	193.1	.0762	36.3	8.2	14.9	23.0	29.2	75.2	1,004,807	287,854	88,122	71,796	32,122	278,609	53,351
HUNTINGTON–ASHLAND	311.0	.1226	35.8	10.0	14.1	21.4	29.9	119.3	1,896,545	379,018	169,233	336,263	89,440	380,257	90,784
Cabell	95.8	.0378	36.4	12.2	13.7	20.3	31.7	38.8	875,431	145,687	88,244	190,484	46,971	167,782	36,446
• Huntington	54.2	.0214	37.4	14.6	12.8	18.1	35.0	23.2	522,807	90,369	65,654	93,049	29,554	93,262	27,489
Wayne	41.3	.0163	35.8	9.2	13.8	21.9	29.3	15.6	109,685	34,249	9,486	16,424	4,927	8,161	4,638
Boyd, Ky.	*50.7*	*.0200*	*37.0*	*8.2*	*15.0*	*22.2*	*31.0*	*19.7*	*453,880*	*73,995*	*35,111*	*89,077*	*12,589*	*110,671*	*24,708*
• *Ashland*	*23.5*	*.0093*	*39.7*	*7.6*	*13.7*	*19.1*	*37.4*	*10.1*	*385,987*	*49,276*	*29,386*	*86,719*	*12,289*	*100,844*	*21,604*
Carter, Ky.	*24.3*	*.0096*	*33.6*	*11.0*	*14.2*	*21.0*	*27.0*	*8.7*	*104,421*	*19,764*	*7,913*	*15,190*	*6,933*	*18,737*	*5,579*
Greenup, Ky.	*36.9*	*.0145*	*36.0*	*8.6*	*13.9*	*23.6*	*28.1*	*13.5*	*105,742*	*35,630*	*7,692*	*4,090*	*6,294*	*24,844*	*6,478*
Lawrence, Ohio	*62.0*	*.0244*	*34.7*	*9.1*	*14.1*	*21.0*	*28.6*	*23.0*	*247,386*	*69,693*	*20,787*	*20,998*	*11,726*	*50,062*	*12,935*
SUBURBAN TOTAL	233.3	.0919	35.2	9.2	14.4	22.4	27.9	86.0	987,751	239,373	74,193	156,495	47,597	186,151	41,691
PARKERSBURG–MARIETTA	148.6	.0587	35.9	8.8	14.6	22.1	29.3	57.7	1,085,469	214,786	88,935	198,595	49,146	244,956	38,608
Wood	86.6	.0342	36.5	8.4	14.6	22.4	29.9	34.1	721,094	122,792	60,005	164,935	32,645	163,250	26,547
• Parkersburg	33.7	.0133	38.9	8.5	14.0	20.1	35.5	14.5	468,727	95,016	44,405	65,410	13,791	144,216	19,766
Washington, Ohio	*62.0*	*.0245*	*35.1*	*9.3*	*14.7*	*21.8*	*28.5*	*23.6*	*364,375*	*91,994*	*28,930*	*33,660*	*16,501*	*81,706*	*12,061*
• *Marietta*	*15.0*	*.0059*	*34.5*	*13.2*	*14.6*	*18.8*	*30.5*	*5.9*	*203,302*	*47,029*	*20,816*	*29,053*	*10,617*	*34,503*	*8,538*
SUBURBAN TOTAL	99.9	.0395	35.2	8.2	14.8	23.3	27.1	37.3	413,440	72,741	23,714	104,132	24,738	66,237	10,304
STEUBENVILLE–WEIRTON	140.8	.0555	38.1	8.7	13.1	21.2	33.6	54.7	777,653	182,378	67,394	126,861	28,942	137,795	38,033
Brooke	26.7	.0105	37.8	10.3	12.5	21.8	32.7	10.1	108,456	32,084	13,245	7,578	6,948	25,694	7,265
Hancock	35.0	.0138	38.2	7.9	13.8	21.9	33.3	13.7	154,123	54,669	12,982	23,397	3,056	15,212	9,502
• Weirton	22.0	.0087	40.6	7.2	13.8	20.9	37.7	9.1	127,950	33,947	15,788	21,668	3,812	15,357	7,778
Jefferson, Ohio	*79.1*	*.0312*	*38.2*	*8.5*	*13.0*	*20.9*	*33.9*	*30.9*	*515,074*	*95,625*	*41,167*	*95,886*	*18,938*	*96,889*	*21,266*
• *Steubenville*	*21.8*	*.0086*	*39.2*	*10.3*	*12.6*	*17.8*	*37.6*	*8.9*	*302,669*	*37,383*	*25,101*	*66,359*	*15,043*	*56,851*	*13,638*
SUBURBAN TOTAL	97.0	.0382	37.4	8.6	13.1	22.2	31.7	36.7	347,034	111,048	26,505	38,834	10,087	65,587	16,617
WHEELING	157.1	.0621	38.0	8.5	13.4	21.1	33.6	62.2	1,038,228	240,303	101,597	174,649	49,440	173,723	45,210
Marshall	37.2	.0147	37.1	8.2	13.9	22.7	30.7	14.1	189,465	61,801	17,985	28,101	6,514	32,524	10,207
Ohio	50.3	.0199	38.3	9.9	13.1	20.4	34.5	20.4	328,301	67,228	39,823	26,642	16,279	69,972	13,466
• Wheeling	34.5	.0136	40.4	8.4	12.8	19.7	38.1	14.9	272,350	61,272	35,916	26,476	15,195	59,689	9,591
Belmont, Ohio	*69.6*	*.0275*	*38.4*	*7.7*	*13.4*	*20.6*	*34.6*	*27.7*	*520,462*	*111,274*	*43,789*	*119,906*	*26,647*	*71,227*	*21,537*
SUBURBAN TOTAL	122.6	.0485	37.4	8.5	13.6	21.6	35.3	47.3	765,878	179,031	65,681	148,173	34,245	114,034	35,619
OTHER COUNTIES															
Barbour	15.6	.0062	35.5	10.4	13.5	20.6	30.2	5.8	51,595	19,410	4,121	2,794	446	9,494	3,016
Berkeley	61.5	.0242	33.6	9.3	16.7	22.1	25.6	23.3	350,470	83,805	29,243	40,567	11,622	53,769	11,596
Boone	25.2	.0100	35.0	8.6	14.1	23.2	26.9	9.5	115,216	43,259	4,237	11,253	2,398	20,767	9,232
Braxton	12.9	.0051	37.0	7.7	13.3	21.0	32.1	4.9	97,762	25,137	4,078	4,942	382	17,981	5,712
Calhoun	7.8	.0030	36.2	7.4	13.5	21.4	30.6	2.9	23,622	11,474	1,410	1,402	820	1,701	1,919
Clay	10.0	.0040	33.3	8.6	13.8	20.7	26.9	3.7	20,401	9,959	592	1,082	801	3,030	1,629
Doddridge	6.9	.0027	35.9	7.6	14.2	20.3	31.1	2.6	7,336	2,843	183		452	636	193
Fayette	46.7	.0184	36.8	9.2	12.7	21.0	31.9	17.9	213,046	61,213	13,210	36,295	8,389	36,482	18,435
Gilmer	7.6	.0030	34.0	15.0	12.9	18.2	30.5	2.7	17,716	9,406	766	325	299	3,465	1,550
Grant	10.5	.0042	36.2	8.7	14.0	22.8	29.1	4.0	43,535	11,171	2,835	1,448	2,523	9,194	694
Greenbrier	34.4	.0135	37.7	7.9	13.9	21.7	32.6	13.8	203,770	50,251	14,909	21,644	6,701	36,828	11,505
Hampshire	17.2	.0068	35.0	9.3	14.1	21.3	28.6	6.5	54,609	13,214	3,497	2,141	425	11,034	4,109
Hardy	11.4	.0045	36.7	8.6	14.8	21.3	31.4	4.4	35,460	15,826	1,678	2,761	294	4,160	1,928
Harrison	69.0	.0272	37.4	8.2	13.6	20.7	32.9	27.0	574,724	106,479	42,777	115,287	22,566	110,760	24,521
Jackson	26.1	.0103	36.2	8.0	14.1	21.1	30.6	9.7	129,700	34,828	10,074	6,556	2,644	32,650	7,661
Jefferson	37.1	.0146	33.1	11.7	15.4	22.6	24.5	13.3	138,887	43,503	20,100	6,127	3,625	20,649	4,721
Lewis	16.9	.0067	37.0	8.5	14.2	21.3	31.7	6.5	76,429	28,078	6,203	10,863	2,362	8,937	4,800
Lincoln	21.3	.0084	33.8	9.2	14.4	21.4	26.9	7.7	44,956	17,823	1,298	9,347	497	1,575	3,164
Logan	42.1	.0166	34.3	9.0	14.1	22.1	26.9	15.1	236,636	63,608	12,217	28,909	5,521	43,926	21,743
McDowell	32.9	.0129	34.4	8.0	13.8	20.4	28.8	12.1	117,320	46,370	6,188	13,160	4,543	16,647	12,554
Marion	56.5	.0223	37.8	10.3	12.7	21.0	33.3	22.4	320,923	71,853	21,621	48,545	7,584	63,022	18,692
Mason	25.3	.0099	36.3	7.6	14.4	21.6	30.4	9.7	75,990	26,547	5,757	3,149	1,157	5,290	9,822
Mercer	64.1	.0253	36.9	9.7	13.2	21.4	31.5	25.1	443,919	81,185	32,879	103,724	14,074	93,052	18,057
☐ Mineral	27.2	.0107	35.9	10.2	13.1	22.0	29.5	10.2	83,261	24,149	8,647	3,890	5,452	18,645	4,697
Mingo	33.2	.0131	31.2	9.7	15.4	21.0	23.1	11.7	127,258	23,085	6,312	12,262	9,978	24,927	10,410
Monongalia	76.1	.0300	29.8	22.3	15.6	19.7	22.2	29.2	509,019	116,324	49,338	63,937	24,046	90,297	24,162
Monroe	12.6	.0050	37.9	8.5	12.5	21.5	32.9	4.8	19,440	6,809	349	1,337	138	4,519	1,896
Morgan	12.7	.0050	38.5	8.1	13.6	21.3	34.1	5.0	36,973	10,709	1,305	1,276	3,043	3,413	3,241
Nicholas	26.7	.0105	35.2	8.1	13.9	21.8	28.6	10.0	159,483	32,994	12,881	19,804	3,710	41,460	10,084
Pendleton	8.2	.0032	37.1	8.3	14.5	20.4	32.7	3.1	22,405	8,003	881	936	465	4,755	602
Pleasants	7.6	.0030	35.4	8.4	15.3	21.4	29.2	2.8	33,449	11,922	1,688	400	53	13,663	1,976
Pocahontas	8.9	.0035	39.0	7.1	13.7	21.0	34.9	3.6	37,783	13,644	1,042	1,589	851	10,286	391
Preston	29.0	.0114	35.1	8.3	14.3	21.7	28.5	10.7	109,192	32,152	6,306	14,336	1,904	27,149	4,083
Raleigh	74.8	.0295	36.6	7.9	13.2	22.5	30.1	28.8	525,747	100,199	41,624	110,161	20,292	117,054	28,008
Randolph	28.2	.0111	36.0	9.6	14.7	21.8	29.6	10.4	167,229	42,753	13,633	20,145	5,014	29,099	8,300
Ritchie	10.1	.0040	37.1	8.2	14.1	20.7	32.5	3.9	43,880	15,914	1,728	1,765	1,013	14,659	526
Roane	15.2	.0060	36.6	7.5	13.2	21.7	30.8	5.8	60,087	21,093	2,516	4,960	68	17,268	3,326
Summers	14.1	.0055	38.0	7.4	14.4	21.1	33.6	5.2	37,678	15,339	4,328	4,710	455	3,082	4,003

W.VA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Taylor	14.9	.0059	36.1	8.4	14.5	21.0	30.6	5.7
Tucker	7.7	.0031	37.9	8.5	13.1	22.3	32.2	3.0
Tyler	9.7	.0038	37.0	8.0	13.4	21.3	31.7	3.7
Upshur	22.7	.0089	34.0	12.5	13.4	20.8	27.8	8.1
Webster	10.6	.0042	35.3	8.5	13.6	20.7	29.8	3.9
Wetzel	19.0	.0075	36.7	8.6	13.1	21.3	31.2	7.2
Wirt	5.2	.0020	34.8	7.6	15.9	20.2	29.4	1.9
Wyoming	28.1	.0111	33.9	8.5	14.4	23.0	25.5	10.2
TOTAL METRO COUNTIES	**650.8**	**.2565**	**36.8**	**9.2**	**14.2**	**21.8**	**31.0**	**257.4**
TOTAL STATE	**1,784.3**	**.7036**	**35.9**	**9.6**	**14.1**	**21.7**	**29.8**	**686.7**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Taylor	44,500	19,865	2,724	2,897	2,533	5,650	2,827
Tucker	27,177	7,737	2,095	1,210	1,274	4,540	911
Tyler	25,992	11,400	736	181	565	5,362	2,772
Upshur	113,552	34,697	14,569	8,289	2,431	21,339	6,035
Webster	27,158	12,387	640	1,504	689	5,282	2,219
Wetzel	131,179	47,990	9,474	12,050	5,212	23,995	6,893
Wirt	8,867	4,040	228	1,110	104	1,521	248
Wyoming	89,541	31,882	4,035	9,758	3,457	9,722	9,477
TOTAL METRO COUNTIES	**4,395,755**	**940,753**	**423,111**	**723,421**	**192,734**	**942,826**	**198,980**
TOTAL STATE	**10,147,366**	**2,438,933**	**841,416**	**1,490,059**	**380,154**	**2,026,917**	**528,625**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLESTON	**3,340,037**	**26,982**	**21.0**	**25.7**	**18.1**	**19.2**	**.0947**
Kanawha	2,798,418	26,491	21.3	25.7	17.5	19.0	.0809
• Charleston	941,220	26,333	20.0	22.2	15.2	23.2	.0306
Putnam	541,619	29,543	19.5	26.3	21.0	19.8	.0138
SUBURBAN TOTAL	2,398,817	27,164	21.3	26.9	19.1	17.8	.0641
HUNTINGTON–ASHLAND	**3,524,845**	**23,432**	**22.3**	**24.6**	**16.6**	**15.2**	**.1027**
Cabell	1,213,407	23,666	22.5	23.8	16.2	16.4	.0382
• Huntington	682,405	20,440	24.4	23.3	13.2	14.3	.0220
Wayne	420,385	22,031	23.0	25.4	15.8	12.8	.0106
Boyd, Ky.	*608,711*	*24,678*	*20.3*	*25.4*	*16.7*	*17.0*	*.0196*
• *Ashland*	*298,657*	*23,033*	*20.7*	*24.6*	*14.9*	*15.7*	*.0122*
Carter, Ky.	*229,713*	*21,245*	*24.9*	*23.5*	*17.0*	*11.7*	*.0067*
Greenup, Ky.	*411,423*	*25,545*	*20.4*	*25.2*	*19.7*	*15.2*	*.0101*
Lawrence, Ohio	*641,206*	*22,553*	*23.2*	*24.2*	*15.9*	*14.8*	*.0175*
SUBURBAN TOTAL	2,543,783	24,269	21.9	24.9	17.8	15.4	.0685
PARKERSBURG–MARIETTA	**1,850,848**	**27,363**	**20.4**	**26.4**	**19.8**	**17.6**	**.0543**
Wood	1,089,043	27,348	20.3	26.0	19.8	17.6	.0332
• Parkersburg	399,635	22,520	23.5	25.5	16.2	12.9	.0157
Washington, Ohio	*761,805*	*27,384*	*20.6*	*26.7*	*19.9*	*17.5*	*.0211*
• *Marietta*	*186,045*	*23,561*	*23.7*	*24.9*	*15.9*	*16.0*	*.0070*
SUBURBAN TOTAL	1,265,168	29,876	18.6	27.1	21.9	19.6	.0316
STEUBENVILLE–WEIRTON	**1,715,190**	**26,275**	**20.6**	**26.6**	**18.5**	**17.1**	**.0469**
Brooke	345,205	30,016	17.8	27.0	19.8	21.4	.0086
Hancock	388,035	24,100	23.2	27.9	19.1	12.3	.0105
• Weirton	273,519	26,019	19.0	27.5	20.7	14.6	.0075
Jefferson, Ohio	*981,950*	*26,132*	*20.4*	*25.8*	*17.8*	*17.9*	*.0278*
• *Steubenville*	*276,363*	*21,081*	*23.1*	*22.2*	*13.9*	*15.8*	*.0104*
SUBURBAN TOTAL	1,165,308	27,582	20.4	27.3	19.0	18.1	.0290
WHEELING	**1,841,173**	**24,086**	**22.9**	**26.8**	**17.2**	**14.3**	**.0841**
Marshall	419,031	24,235	22.2	26.8	17.2	14.9	.0116
Ohio	656,894	25,438	21.7	25.9	17.6	16.3	.0182
• Wheeling	460,434	23,822	22.4	25.3	16.2	15.3	.0134
Belmont, Ohio	*765,248*	*23,181*	*24.2*	*27.4*	*16.9*	*12.5*	*.0243*
SUBURBAN TOTAL	1,380,539	24,154	23.0	27.4	17.5	14.0	.0407
OTHER COUNTIES							
Barbour	126,016	16,657	27.7	23.9	10.7	7.1	.0037
Berkeley	777,688	30,156	17.1	28.6	23.2	17.6	.0212
Boone	256,958	20,218	24.0	20.3	14.5	15.6	.0073
Braxton	115,401	18,961	27.7	25.5	13.2	8.6	.0041
Calhoun	55,988	15,571	27.2	24.1	10.7	4.2	.0018
Clay	79,885	16,365	24.7	23.1	11.1	8.1	.0022
Doddridge	62,663	19,924	26.9	27.9	13.0	8.9	.0015
Fayette	447,786	19,474	28.7	26.0	13.4	9.1	.0132
Gilmer	67,963	18,119	25.7	22.5	13.4	9.6	.0018
Grant	126,230	25,441	21.5	27.5	19.6	14.1	.0032
Greenbrier	363,979	21,377	23.5	29.4	13.0	10.9	.0109
Hampshire	187,077	23,627	22.9	30.2	15.8	11.6	.0048
Hardy	116,676	22,153	25.2	29.0	17.0	8.6	.0030
Harrison	755,144	22,550	25.0	27.2	15.3	12.9	.0251
Jackson	267,374	23,586	21.4	27.6	18.2	11.8	.0078
Jefferson	488,898	31,904	17.6	26.5	22.8	21.3	.0117
Lewis	153,963	19,582	25.3	28.9	12.3	7.9	.0045
Lincoln	166,152	16,631	26.5	21.7	13.0	7.4	.0048
Logan	385,122	19,856	25.3	24.9	14.7	10.1	.0123
McDowell	241,839	14,781	28.8	20.0	10.7	5.9	.0078
Marion	650,563	23,782	23.3	25.4	16.6	15.0	.0185
Mason	263,141	22,508	22.3	26.5	17.6	10.8	.0067
Mercer	722,899	22,233	25.0	26.5	15.5	12.7	.0222
☐ Mineral	305,327	25,551	21.9	29.6	18.3	14.1	.0075
Mingo	297,329	18,435	24.1	22.1	13.0	11.4	.0087
Monongalia	897,386	23,420	21.9	25.5	15.0	15.8	.0264
Monroe	120,569	20,685	26.1	29.9	12.6	9.0	.0030
Morgan	160,143	27,198	20.9	30.5	19.0	15.8	.0037
Nicholas	237,433	19,280	27.7	26.6	12.8	8.6	.0080
Pendleton	80,911	21,698	25.5	29.3	13.7	11.0	.0020
Pleasants	88,206	25,512	20.5	25.6	17.0	18.2	.0024
Pocahontas	87,997	20,077	28.0	30.3	11.6	8.3	.0024
Preston	277,208	21,621	25.2	28.8	15.0	9.8	.0079
Raleigh	800,300	21,521	26.3	24.9	15.8	12.5	.0252
Randolph	256,661	19,455	28.5	28.2	12.0	8.3	.0085
Ritchie	94,732	18,660	28.1	24.9	13.9	7.4	.0028
Roane	130,537	18,072	30.5	25.6	12.3	6.4	.0039
Summers	124,474	18,301	26.7	26.8	11.3	7.8	.0034
Taylor	139,414	19,909	26.2	26.7	14.5	8.6	.0037
Tucker	78,937	21,681	25.5	29.0	14.4	10.4	.0022
Tyler	99,278	22,314	23.5	21.5	20.2	12.6	.0025
Upshur	210,893	21,057	26.4	27.8	14.6	9.9	.0066
Webster	76,749	15,592	29.9	22.7	10.7	4.6	.0023
Wetzel	225,766	25,751	21.0	21.5	17.9	19.2	.0068
Wirt	40,478	17,825	29.0	26.3	12.9	5.1	.0011
Wyoming	246,847	19,154	25.6	23.0	14.8	10.2	.0070
TOTAL METRO COUNTIES	**8,177,364**	**25,804**	**21.4**	**25.9**	**17.9**	**17.2**	**.2331**
TOTAL STATE	**19,828,997**	**23,870**	**23.4**	**26.0**	**16.3**	**13.9**	**.5737**

Wisconsin

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
APPLETON–OSHKOSH–NEENAH	**321.0**	**.1265**	**32.3**	**10.6**	**17.2**	**20.9**	**24.4**	**118.0**	**2,456,787**	**408,694**	**236,713**	**383,025**	**139,462**	**541,566**	**62,209**
Calumet	34.9	.0137	31.5	8.0	17.2	20.9	23.1	12.0	161,343	73,355	18,733	5,200	9,283	29,338	2,626
Outagamie	143.3	.0565	31.8	9.5	17.5	21.2	23.2	51.7	1,170,664	162,283	111,336	222,269	53,669	281,704	19,137
• Appleton	67.0	.0264	32.0	9.6	18.4	21.1	23.4	25.3	611,288	112,148	50,988	56,955	36,452	95,595	11,712
Winnebago	142.8	.0563	33.0	12.2	17.0	20.7	25.8	54.3	1,124,780	173,056	106,644	155,556	76,510	230,524	40,446
• Neenah	23.6	.0093	32.8	8.2	18.2	21.1	24.9	9.2	198,052	35,342	16,085	14,746	6,724	68,499	13,863
• Oshkosh	56.0	.0221	31.2	18.6	16.5	17.9	25.8	21.4	575,298	94,245	62,677	99,810	20,777	95,533	14,676
SUBURBAN TOTAL	174.4	.0687	32.7	8.7	16.9	21.8	24.3	62.1	1,172,149	166,959	106,963	211,514	75,509	281,939	21,958
EAU CLAIRE	**129.8**	**.0551**	**32.0**	**13.4**	**14.8**	**20.4**	**25.1**	**51.2**	**1,081,860**	**202,847**	**118,106**	**153,712**	**41,820**	**207,585**	**24,900**
Chippewa	52.9	.0209	33.9	7.9	15.5	20.7	27.5	19.3	420,938	74,879	35,178	38,579	6,127	158,616	7,562
Eau Claire	86.9	.0342	30.8	16.7	14.5	20.2	23.6	31.9	660,922	127,968	82,928	115,133	35,693	48,969	17,338
• Eau Claire	58.0	.0229	29.0	20.8	14.7	18.5	22.7	21.5	583,463	120,857	76,215	114,201	31,726	30,972	11,842
SUBURBAN TOTAL	81.8	.0322	34.1	8.1	14.8	21.8	26.8	29.7	498,397	81,990	41,891	39,511	10,094	176,613	13,058
GREEN BAY	**197.4**	**.0778**	**31.8**	**10.7**	**17.8**	**21.7**	**22.5**	**73.5**	**1,758,825**	**274,110**	**161,551**	**336,787**	**135,804**	**366,036**	**27,180**
Brown	197.4	.0778	31.8	10.7	17.8	21.7	22.5	73.5	1,758,825	274,110	161,551	336,787	125,804	366,036	27,180
• Green Bay	97.9	.0386	31.9	10.8	18.9	20.1	24.1	39.0	1,061,198	199,791	98,165	183,017	80,392	173,583	21,079
SUBURBAN TOTAL	99.5	.0392	31.6	10.5	16.9	23.3	21.0	34.5	697,627	74,319	63,386	153,770	45,412	192,453	6,101
JANESVILLE–BELOIT	**139.6**	**.0550**	**33.4**	**9.4**	**15.7**	**21.1**	**26.5**	**52.4**	**1,081,442**	**232,992**	**105,068**	**141,103**	**45,081**	**226,722**	**44,069**
Rock	139.6	.0550	33.4	9.4	15.7	21.1	26.5	52.4	1,081,442	232,992	105,068	141,103	45,081	226,722	44,069
• Beloit	35.6	.0140	31.4	11.1	15.7	18.5	25.8	13.4	367,782	100,865	34,220	49,322	11,903	67,991	16,448
• Janesville	52.2	.0206	33.1	9.2	17.3	21.1	25.6	20.5	572,128	105,318	52,172	86,948	28,381	130,393	22,346
SUBURBAN TOTAL	51.8	.0204	35.3	8.4	14.4	22.9	27.6	18.5	141,532	26,809	18,676	4,833	4,797	28,338	5,275
KENOSHA	**130.6**	**.0515**	**32.9**	**9.9**	**16.7**	**20.8**	**25.6**	**47.8**	**758,934**	**144,374**	**87,340**	**69,692**	**32,959**	**103,002**	**20,630**
Kenosha	130.6	.0515	32.9	9.9	16.7	20.8	25.6	47.8	758,934	144,374	87,340	69,692	32,959	103,002	20,630
• Kenosha	81.9	.0323	32.2	10.3	17.2	19.4	25.8	30.4	544,193	111,024	65,318	33,845	30,497	74,789	15,551
SUBURBAN TOTAL	48.7	.0192	34.1	9.1	15.8	23.1	25.4	17.4	214,741	33,350	22,022	35,847	2,462	28,213	5,079
LA CROSSE	**99.2**	**.0391**	**31.5**	**14.9**	**15.6**	**20.0**	**24.6**	**37.4**	**841,620**	**132,214**	**105,003**	**154,334**	**49,203**	**176,376**	**19,503**
La Crosse	99.2	.0391	31.5	14.9	15.6	20.0	24.6	37.4	841,620	132,214	105,003	154,334	49,203	176,376	19,503
• La Crosse	51.7	.0204	30.2	21.5	15.2	15.6	27.1	20.4	682,243	92,222	85,760	137,648	36,327	144,982	15,569
SUBURBAN TOTAL	47.5	.0187	32.9	7.8	16.1	24.5	21.9	17.0	159,377	39,992	19,243	16,686	12,876	31,394	3,934
MADISON	**374.6**	**.1477**	**31.2**	**15.2**	**19.2**	**22.8**	**19.9**	**145.6**	**3,168,517**	**488,728**	**341,962**	**376,242**	**211,325**	**612,500**	**76,662**
Dane	374.6	.1477	31.2	15.2	19.2	22.8	19.9	145.6	3,168,517	488,728	341,962	376,242	211,325	612,500	76,662
• Madison	195.2	.0770	29.9	21.4	19.7	20.9	19.1	78.9	1,991,105	321,109	241,120	327,856	103,657	350,887	55,787
SUBURBAN TOTAL	179.4	.0707	32.6	8.5	18.6	24.9	20.7	66.7	1,177,412	167,619	100,842	48,386	107,568	261,613	20,875
MILWAUKEE	**1,445.6**	**.5700**	**33.1**	**9.7**	**17.0**	**21.2**	**25.6**	**543.4**	**10,841,914**	**1,873,090**	**1,196,942**	**1,427,964**	**705,622**	**2,129,058**	**527,639**
Milwaukee	961.9	.3793	32.6	10.5	17.7	19.5	26.3	374.5	6,972,461	1,225,954	830,357	956,615	490,771	1,183,317	384,796
• Milwaukee	629.8	.2483	30.7	11.8	18.3	18.3	23.9	241.5	3,576,977	715,802	540,803	431,759	214,207	466,757	221,179
Wauwatosa	49.5	.0195	38.3	6.2	16.3	21.3	34.0	19.9	770,349	71,196	59,577	109,188	64,768	176,351	32,347
West Allis	63.4	.0250	35.1	8.6	19.3	18.8	31.4	26.9	727,349	118,511	61,202	102,414	50,642	204,685	31,318
Ozaukee	74.5	.0294	35.1	6.0	14.7	24.6	25.6	26.4	495,095	82,974	56,119	29,240	24,642	119,921	20,453
Washington	97.6	.0384	32.8	8.8	16.4	23.1	23.3	33.8	537,116	112,269	64,477	52,794	19,418	105,152	18,732
Waukesha	311.6	.1229	34.5	8.1	15.5	25.0	24.1	108.7	2,837,242	451,893	245,989	389,315	170,791	720,668	103,658
• Waukesha	58.3	.0230	31.2	11.2	19.5	22.1	20.5	21.8	845,862	107,601	64,337	118,531	74,464	285,234	33,699
SUBURBAN TOTAL	757.5	.2987	33.5	7.9	15.8	23.7	27.3	280.1	6,419,075	1,049,687	591,802	877,674	416,951	1,377,067	272,761

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METRO & COUNTY TOTALS

WISC. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/91

RETAIL SALES BY STORE GROUP

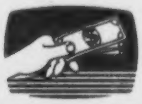
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
MILWAUKEE-RACINE CONSOLIDATED AREA	*1,622.0*	*.6396*	*35.1*	*9.6*	*16.9*	*21.3*	*25.6*	*607.6*	*12,125,389*	*2,090,466*	*1,301,064*	*1,606,960*	*776,973*	*2,443,648*	*577,210*
RACINE	**176.4**	**.0696**	**33.2**	**8.6**	**16.5**	**21.6**	**25.4**	**64.2**	**1,283,475**	**217,376**	**104,122**	**178,996**	**71,351**	**314,590**	**49,571**
Racine	176.4	.0696	33.2	8.6	16.5	21.6	25.4	64.2	1,283,475	217,376	104,122	178,996	71,351	314,590	49,571
• Racine	85.0	.0335	31.7	9.1	17.4	19.2	25.1	32.1	701,529	150,950	63,364	151,784	49,273	66,699	33,023
SUBURBAN TOTAL	91.4	.0361	34.8	8.2	15.4	23.9	25.8	32.1	581,946	66,426	40,758	27,212	22,078	247,891	16,548
SHEBOYGAN	**105.0**	**.0414**	**34.2**	**8.4**	**15.9**	**21.0**	**27.7**	**39.1**	**661,655**	**143,125**	**67,931**	**100,715**	**17,139**	**132,918**	**26,028**
Sheboygan	105.0	.0414	34.2	8.4	15.9	21.0	27.7	39.1	661,655	143,125	67,931	100,715	17,139	132,918	26,028
• Sheboygan	50.2	.0198	34.2	8.7	16.9	19.1	29.6	20.0	412,218	95,521	43,256	85,051	11,407	65,799	20,545
SUBURBAN TOTAL	54.8	.0216	34.2	8.1	15.0	22.9	26.0	19.1	249,437	47,604	24,675	15,664	5,732	67,119	5,483
WAUSAU	**116.9**	**.0461**	**33.1**	**8.8**	**16.0**	**21.5**	**25.4**	**42.1**	**794,910**	**133,738**	**76,400**	**150,977**	**35,508**	**162,507**	**11,882**
Marathon	116.9	.0461	33.1	8.8	16.0	21.5	25.4	42.1	794,910	133,738	76,400	150,977	35,508	162,507	11,882
• Wausau	37.5	.0148	34.6	9.4	16.2	19.1	30.2	14.9	469,425	68,176	38,075	113,823	24,578	84,732	10,332
SUBURBAN TOTAL	79.4	.0313	32.4	8.6	15.8	22.7	23.2	27.2	325,485	65,562	38,325	37,154	10,930	77,775	1,550
OTHER COUNTIES															
Adams	16.0	.0063	40.8	6.2	14.6	19.8	38.3	6.1	34,129	11,665	5,226	500	223	4,143	1,283
Ashland	16.3	.0064	34.2	9.8	14.1	18.6	30.3	6.3	113,855	26,294	12,979	10,310	3,225	21,419	4,650
Barron	41.5	.0164	35.0	7.8	14.4	19.7	30.2	15.8	270,531	35,242	28,550	26,177	7,113	67,270	8,310
Bayfield	14.2	.0056	37.7	6.0	13.3	21.3	32.8	5.7	48,982	11,452	9,561	120	639	2,247	1,910
Buffalo	13.7	.0054	35.4	7.1	15.2	19.4	31.2	5.2	40,907	7,553	6,586	47	784	3,380	1,561
Burnett	13.2	.0052	40.0	5.9	12.2	19.6	37.3	5.3	61,549	16,614	7,377	3,267	439	10,959	318
Clark	31.6	.0125	34.3	7.1	13.5	18.4	30.7	11.2	110,710	24,078	13,565	2,720	3,521	31,866	3,917
Columbia	46.0	.0181	35.7	7.6	14.9	21.2	29.7	17.3	320,757	64,543	42,452	9,378	6,790	65,294	9,540
Crawford	16.0	.0063	35.5	7.1	13.2	19.6	31.0	6.0	111,127	22,777	14,200	12,196	2,114	25,558	2,320
Dodge	77.2	.0304	34.2	8.1	16.4	20.5	28.1	27.1	354,419	76,915	43,630	46,935	7,483	58,361	8,955
Door	26.0	.0103	37.0	6.2	14.7	21.2	31.8	10.2	202,424	38,604	32,026	11,719	6,674	35,882	5,721
☐ Douglas	42.0	.0166	35.5	9.2	14.5	21.1	29.5	16.6	286,215	52,095	33,248	36,313	4,332	60,345	10,501
• Superior	27.3	.0108	34.7	10.6	15.0	19.7	29.7	11.1	254,350	46,339	27,158	36,276	3,508	56,932	10,490
Dunn	36.3	.0143	28.9	19.7	13.8	18.7	23.0	12.5	161,881	36,833	21,613	29,911	3,883	24,387	6,151
Florence	4.6	.0018	36.8	6.1	14.5	20.4	32.2	1.8	13,517	1,241	2,349	144	56	2,958	792
Fond du Lac	91.1	.0360	33.8	9.4	15.1	21.1	27.1	33.1	393,792	94,633	66,172	112,939	16,181	135,253	27,579
Forest	8.8	.0034	36.4	8.4	12.5	17.6	34.1	3.3	30,156	14,972	3,796	360	260	366	755
Grant	49.2	.0194	32.0	13.5	13.8	17.9	27.9	17.2	236,880	60,425	35,317	28,539	7,441	45,680	7,245
Green	30.6	.0121	34.9	7.5	15.3	21.4	28.5	11.7	382,562	41,652	16,791	27,479	4,987	50,642	3,917
Green Lake	18.8	.0074	37.5	6.9	13.5	19.6	33.9	7.3	88,344	20,690	12,185	1,853	2,099	25,238	2,769
Iowa	20.4	.0080	33.6	7.8	15.7	20.7	27.1	7.5	541,144	16,359	9,070	6,905	3,527	11,206	3,396
Iron	6.1	.0025	42.5	6.0	12.5	18.7	41.3	2.6	41,725	15,502	5,605	136	357	3,172	1,609
Jackson	16.7	.0065	36.0	7.6	13.7	20.1	31.3	6.3	84,880	15,725	10,195	1,564	645	11,845	665
Jefferson	69.3	.0274	33.3	11.2	15.3	21.2	26.3	24.5	383,580	80,284	49,443	65,575	15,651	66,680	9,273
Juneau	22.0	.0086	36.1	6.9	14.3	18.6	32.8	8.4	110,831	16,116	11,726	2,715	2,891	10,805	3,543
Kewaunee	19.0	.0075	34.1	8.3	14.8	19.9	28.8	6.9	81,129	21,214	11,430	273	2,273	22,184	1,334
Lafayette	16.0	.0063	33.9	7.1	15.1	18.5	29.8	5.8	51,027	14,425	4,101	129	1,273	9,744	2,754
Langlade	19.5	.0077	37.1	6.8	13.5	18.9	34.0	7.6	128,032	28,286	13,576	18,763	2,618	26,619	5,626
Lincoln	27.5	.0109	35.4	7.6	14.7	19.4	31.2	10.3	152,466	35,351	15,854	10,763	3,483	32,631	7,212
Manitowoc	80.3	.0316	35.2	8.3	14.9	20.4	29.8	30.2	405,756	113,309	49,946	55,748	13,479	67,169	12,455
Marinette	41.1	.0162	36.2	7.1	14.2	19.8	31.9	15.8	242,525	53,450	26,321	25,324	8,369	39,885	6,744
Marquette	12.6	.0050	39.8	6.2	12.9	18.3	38.0	5.0	42,123	10,269	9,377	1,393	178	5,284	225
Menominee	4.1	.0016	24.3	9.0	14.5	14.7	20.0	1.2	4,082	162	1,416	187			
Monroe	37.5	.0148	34.1	7.6	14.3	20.7	28.0	13.5	215,598	43,973	23,660	35,697	7,362	29,313	5,211
Oconto	30.8	.0121	35.6	7.1	14.7	20.0	30.9	11.5	121,550	36,065	19,745	1,482	2,290	22,827	3,269
Oneida	32.0	.0126	39.3	6.1	13.7	21.0	35.4	12.8	262,913	42,996	31,611	28,900	9,635	55,621	5,230
Pepin	7.1	.0028	35.7	6.5	13.6	19.0	32.0	2.6	38,983	8,853	3,447	144	2,399	14,240	706
Pierce	33.6	.0132	29.7	15.4	15.9	20.1	21.5	11.3	154,507	30,653	19,924	1,176	6,661	30,343	7,297
Polk	35.5	.0140	35.1	6.6	14.7	20.9	29.2	13.4	168,005	48,012	16,937	2,857	7,464	23,105	7,861
Portage	62.7	.0248	29.8	16.7	15.7	19.8	21.9	21.9	424,895	67,240	58,889	70,404	19,970	68,288	5,000
Price	15.6	.0061	37.4	6.6	13.5	18.8	34.5	6.1	75,727	23,813	8,552	1,393	1,885	13,658	2,960
Richland	17.6	.0069	35.9	7.8	13.6	19.6	31.6	6.6	92,339	23,513	6,782	995	1,926	22,235	2,719
Rusk	15.0	.0059	35.8	7.7	13.6	18.9	32.1	5.7	58,177	16,034	7,200	1,236	797	4,574	3,114
☐ St. Croix	52.5	.0207	31.8	8.2	16.9	23.1	21.6	18.5	316,653	60,734	33,863	36,585	7,302	85,891	3,125
Sauk	47.7	.0189	34.7	7.9	15.3	20.6	28.9	18.0	346,498	80,755	48,861	30,978	7,580	62,212	7,973
Sawyer	14.6	.0057	38.7	5.8	12.8	19.5	35.6	5.7	104,246	37,227	11,400	1,596	1,902	10,680	1,171
Shawano	37.8	.0149	36.0	7.6	14.2	18.8	32.4	14.0	180,175	48,550	26,114	12,381	7,058	26,858	6,955
Taylor	19.0	.0075	32.7	7.7	15.7	18.2	28.1	6.8	78,936	21,712	9,758	1,109	2,708	16,415	1,300
Trempealeau	25.3	.0100	36.4	7.8	14.1	20.2	31.8	9.6	139,420	32,176	14,255	1,742	1,019	42,391	4,337
Vernon	25.7	.0101	36.7	6.4	13.7	19.7	32.7	9.8	94,397	19,760	8,346	2,475	8,133	15,940	3,001
Vilas	18.0	.0071	43.2	5.3	11.5	19.5	41.5	7.4	150,382	33,558	21,097	3,499	6,414	16,295	3,441
Walworth	76.0	.0300	33.5	13.4	14.7	20.4	27.4	27.5	485,982	97,667	70,755	44,449	9,480	71,863	14,999
Washburn	13.9	.0055	38.5	5.9	12.6	20.7	34.5	5.6	130,420	37,555	9,418	4,506	3,800	35,642	7,674
Waupaca	46.7	.0184	35.6	7.5	14.7	19.8	31.0	17.3	255,998	61,183	35,059	16,558	9,942	59,340	9,801
Waushara	19.8	.0078	39.1	6.3	13.0	19.7	36.2	7.8	79,064	21,267	8,490	912	1,316	19,292	1,049
Wood	74.2	.0293	33.7	8.2	16.0	20.5	27.4	27.8	724,493	116,455	49,246	127,450	24,090	134,886	8,307
TOTAL METRO COUNTIES	**3,340.6**	**1.3171**	**32.7**	**10.6**	**17.1**	**21.4**	**24.6**	**1,249.8**	**25,232,807**	**4,364,117**	**2,668,249**	**3,346,445**	**1,486,908**	**5,119,096**	**903,899**
TOTAL STATE	**4,952.4**	**1.9526**	**33.2**	**10.1**	**16.3**	**20.9**	**26.3**	**1,847.7**	**35,181,336**	**6,339,781**	**3,770,232**	**4,452,453**	**1,759,475**	**6,833,271**	**1,169,804**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
APPLETON–OSHKOSH–NEENAH	**4,539,214**	**34,142**	**16.0**	**27.2**	**24.8**	**23.6**	**.1265**
Calumet	438,884	34,067	14.7	29.2	29.0	19.1	.0112
Outagamie	2,056,153	35,976	14.8	25.8	25.9	25.9	.0581
• Appleton	1,008,762	35,433	15.3	25.9	25.2	25.6	.0272
Winnebago	2,044,177	32,366	17.5	28.2	22.8	22.3	.0572
• Neenah	365,553	35,025	15.7	26.6	23.7	26.3	.0100
• Oshkosh	702,134	27,691	21.6	31.0	20.1	15.3	.0233
SUBURBAN TOTAL	2,462,765	35,855	14.5	26.6	26.4	25.2	.0660
EAU CLAIRE	**1,730,239**	**28,462**	**20.6**	**28.5**	**20.7**	**17.7**	**.0521**
Chippewa	624,115	28,108	21.4	29.6	21.5	15.1	.0196
Eau Claire	1,106,124	29,017	20.2	27.8	20.2	19.2	.0325
• Eau Claire	714,316	27,840	21.0	28.2	19.7	17.5	.0238
SUBURBAN TOTAL	1,015,923	29,232	20.4	28.8	21.4	17.8	.0283
GREEN BAY	**2,889,996**	**34,218**	**16.3**	**25.8**	**23.8**	**24.8**	**.0833**
Brown	2,889,996	34,218	16.3	25.8	23.8	24.8	.0833
• Green Bay	1,345,500	29,364	19.9	27.5	21.6	18.5	.0432
SUBURBAN TOTAL	1,544,496	39,496	12.1	24.0	26.3	32.0	.0401
JANESVILLE–BELOIT	**1,905,928**	**32,048**	**17.5**	**27.1**	**23.2**	**21.6**	**.0544**
Rock	1,905,928	32,048	17.5	27.1	23.2	21.6	.0544
• Beloit	419,152	27,603	20.7	26.4	21.1	16.1	.0145
• Janesville	767,746	33,134	16.1	27.5	24.0	22.7	.0238
SUBURBAN TOTAL	719,030	33,920	16.7	27.1	23.8	24.2	.0161
KENOSHA	**1,670,378**	**30,613**	**17.8**	**29.9**	**21.8**	**19.9**	**.0452**
Kenosha	1,670,378	30,613	17.8	29.9	21.8	19.9	.0452
• Kenosha	976,600	28,230	19.8	30.6	20.7	16.4	.0285
SUBURBAN TOTAL	693,778	34,814	14.4	28.8	23.6	26.0	.0167
LA CROSSE	**1,264,955**	**28,956**	**20.8**	**28.2**	**21.2**	**17.9**	**.0386**
La Crosse	1,264,955	28,956	20.8	28.2	21.2	17.9	.0386
• La Crosse	600,025	24,005	25.3	28.8	17.4	12.4	.0234
SUBURBAN TOTAL	664,930	35,068	15.2	27.6	25.6	24.5	.0152
MADISON	**6,153,767**	**36,172**	**14.2**	**25.2**	**21.9**	**29.9**	**.1643**
Dane	6,153,767	36,172	14.2	25.2	21.9	29.9	.1643
• Madison	3,162,785	32,467	16.4	25.8	19.5	26.4	.0906
SUBURBAN TOTAL	2,990,982	40,252	11.6	24.4	24.8	34.1	.0737
MILWAUKEE	**22,353,128**	**35,476**	**15.4**	**23.8**	**21.7**	**29.0**	**.5924**
Milwaukee	13,636,188	30,850	18.3	25.8	20.6	22.6	.3736
• Milwaukee	7,531,902	26,531	21.4	26.8	19.4	16.2	.2096
Wauwatosa	971,279	43,099	11.5	21.7	21.3	40.0	.0296
West Allis	950,673	32,530	17.4	29.1	24.2	21.0	.0297
Ozaukee	1,434,090	45,386	9.8	19.9	23.2	43.0	.0333
Washington	1,520,343	41,822	10.8	22.8	26.4	35.3	.0370
Waukesha	5,762,507	47,412	8.6	18.1	23.5	45.7	.1485
• Waukesha	918,020	38,756	12.9	23.6	25.5	30.9	.0308
SUBURBAN TOTAL	13,903,206	43,611	10.6	21.1	23.4	39.9	.3520
MILWAUKEE–RACINE CONSOLIDATED AREA	***24,959,941***	***35,545***	***15.5***	***23.8***	***21.8***	***29.0***	***.6623***
RACINE	**2,606,813**	**36,099**	**15.3**	**23.8**	**23.2**	**28.6**	**.0699**
Racine	2,606,813	36,099	15.3	23.8	23.2	28.6	.0699
• Racine	1,085,558	29,563	19.9	26.0	21.2	20.0	.0328
SUBURBAN TOTAL	1,521,255	42,483	10.8	21.8	25.0	37.2	.0371
SHEBOYGAN	**1,439,615**	**33,148**	**16.6**	**27.7**	**25.9**	**20.7**	**.0385**
Sheboygan	1,439,615	33,148	16.6	27.7	25.9	20.7	.0385
• Sheboygan	659,440	29,411	19.7	28.4	24.1	16.1	.0196
SUBURBAN TOTAL	780,175	36,748	13.4	26.9	27.8	25.6	.0189
WAUSAU	**1,563,652**	**32,665**	**17.2**	**27.6**	**23.4**	**22.4**	**.0433**
Marathon	1,563,652	32,665	17.2	27.6	23.4	22.4	.0433
• Wausau	519,354	28,334	20.6	28.4	18.9	19.6	.0177
SUBURBAN TOTAL	1,044,298	34,874	15.3	27.1	25.8	23.9	.0256

EFFECTIVE BUYING INCOME



METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adams	185,639	23,598	25.8	32.1	15.5	11.1	.0044
Ashland	180,951	22,872	25.4	28.1	17.2	11.3	.0055
Barron	463,365	25,080	24.2	30.4	18.7	12.3	.0139
Bayfield	154,113	22,939	26.1	29.2	16.1	11.1	.0041
Buffalo	171,509	27,946	21.3	29.1	19.5	17.6	.0041
Burnett	142,003	23,195	26.6	31.6	15.5	10.2	.0039
Clark	333,388	24,845	24.0	31.1	17.9	12.2	.0088
Columbia	611,132	31,447	17.4	29.6	23.8	19.2	.0171
Crawford	169,372	24,122	25.1	30.6	17.1	11.5	.0053
Dodge	1,014,043	32,855	16.5	29.2	24.7	21.1	.0255
Door	333,557	27,913	19.8	32.4	19.7	15.7	.0098
☐ Douglas	495,486	25,400	23.2	28.9	18.9	13.4	.0147
• Superior	319,081	23,880	24.6	27.9	17.1	13.0	.0106
Dunn	408,997	27,188	21.1	29.3	18.6	16.9	.0110
Florence	32,542	25,452	22.5	30.0	18.1	13.6	.0013
Fond du Lac	1,146,017	30,367	17.5	31.4	23.4	17.2	.0324
Forest	76,894	18,512	31.7	26.9	12.6	6.2	.0022
Grant	600,338	29,013	19.5	29.5	20.2	18.8	.0162
Green	422,523	31,532	18.1	29.4	24.4	19.1	.0144
Green Lake	238,312	28,253	21.5	30.1	21.5	15.1	.0061
Iowa	237,469	27,457	20.7	32.1	19.9	14.3	.0137
Iron	64,330	20,763	29.7	30.7	13.2	8.1	.0021
Jackson	170,436	22,503	27.0	32.7	14.4	8.7	.0049
Jefferson	963,239	34,724	15.8	26.8	25.2	24.3	.0247
Juneau	251,659	25,725	22.9	30.9	19.0	12.7	.0069
Kewaunee	216,520	27,685	19.8	28.4	21.8	15.2	.0058
Lafayette	181,133	27,062	21.6	32.3	19.8	14.0	.0045
Langlade	212,460	23,146	26.4	30.6	15.8	10.9	.0066
Lincoln	329,906	28,057	21.1	30.3	21.3	15.0	.0091
Manitowoc	1,083,530	31,341	18.7	29.0	23.4	19.8	.0275
Marinette	454,415	24,610	24.7	28.8	19.3	12.0	.0133
Marquette	142,495	24,251	24.9	32.2	16.3	12.0	.0036
Menominee	25,861	15,956	35.5	18.9	10.6	8.2	.0007
Monroe	442,471	27,935	21.0	30.6	21.2	15.0	.0124
Oconto	341,142	25,584	23.5	27.9	20.4	12.6	.0090
Oneida	396,049	26,130	23.3	32.0	18.4	13.5	.0122
Pepin	82,809	26,321	22.0	29.1	19.0	14.6	.0023
Pierce	437,305	33,639	17.2	26.1	23.1	24.5	.0111
Polk	446,870	28,088	21.7	27.2	19.2	19.2	.0116
Portage	785,207	31,312	17.7	27.1	22.2	21.6	.0225
Price	169,133	24,073	23.6	30.3	17.6	10.8	.0047
Richland	200,577	25,635	23.4	30.1	17.8	14.5	.0057
Rusk	152,218	22,433	27.4	30.4	15.4	9.9	.0041
☐ St. Croix	826,543	40,173	12.5	22.4	22.5	35.7	.0205
Sauk	602,822	29,441	19.6	30.0	23.2	16.7	.0176
Sawyer	152,596	21,643	27.4	28.3	14.6	10.8	.0048
Shawano	434,916	26,825	22.4	30.8	20.0	13.8	.0117
Taylor	210,021	26,376	22.3	30.1	19.8	14.1	.0057
Trempealeau	287,887	25,951	22.1	31.9	19.3	12.0	.0081
Vernon	287,483	24,451	23.8	28.9	17.5	13.3	.0075
Vilas	213,370	23,391	27.2	30.6	15.7	11.9	.0067
Walworth	1,054,026	32,802	17.2	27.1	22.5	23.8	.0282
Washburn	149,246	22,268	26.6	29.0	15.9	10.3	.0052
Waupaca	605,360	30,313	19.2	28.7	22.3	19.4	.0160
Waushara	222,352	24,404	24.5	31.8	17.2	11.5	.0058
Wood	1,017,286	32,040	18.5	26.1	23.8	21.2	.0315
TOTAL METRO COUNTIES	**49,439,714**	**34,206**	**16.1**	**25.4**	**22.4**	**26.3**	**1.3437**
TOTAL STATE	**69,169,808**	**32,094**	**17.6**	**26.7**	**21.8**	**23.2**	**1.8975**

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Wyoming

POPULATION

S&MM ESTIMATES: 12/31/91

METRO AREA County City	* Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CASPER	**60.1**	**.0237**	**32.9**	**8.0**	**16.2**	**22.5**	**24.0**	**23.5**
Natrona	60.1	.0237	32.9	8.0	16.2	22.5	24.0	23.5
• Casper	45.9	.0181	32.9	8.4	16.3	22.0	24.6	18.3
SUBURBAN TOTAL	14.2	.0056	32.8	6.5	16.0	24.2	22.2	5.2
CHEYENNE	**74.1**	**.0292**	**32.3**	**9.6**	**17.0**	**22.3**	**23.1**	**28.5**
Laramie	74.1	.0292	32.3	9.6	17.0	22.3	23.1	28.5
• Cheyenne	50.6	.0200	33.7	9.0	16.6	22.3	25.5	20.5
SUBURBAN TOTAL	23.5	.0092	29.5	10.8	18.1	22.3	17.7	8.0
OTHER COUNTIES								
Albany	31.7	.0125	26.9	25.0	17.2	19.2	16.9	12.4
Big Horn	10.3	.0040	36.8	6.1	11.0	20.1	32.5	3.8
Campbell	29.2	.0115	28.6	7.0	19.9	24.5	12.7	9.9
Carbon	16.3	.0065	33.1	7.0	16.4	24.1	22.7	5.9
Converse	10.5	.0041	31.9	6.4	15.1	23.6	21.7	3.8
Crook	5.4	.0021	33.4	5.8	14.2	21.8	25.9	1.9
Fremont	33.3	.0132	33.0	7.3	14.1	22.0	25.1	11.9
Goshen	12.6	.0049	35.2	7.8	13.6	20.4	29.9	4.9
Hot Springs	4.7	.0019	39.3	4.9	12.5	21.9	34.7	1.9
Johnson	6.0	.0024	38.1	6.2	11.8	22.9	32.3	2.3
Lincoln	12.5	.0049	29.4	5.7	13.8	21.2	21.1	4.1
Niobrara	2.4	.0009	39.5	5.1	13.9	20.7	35.8	1.0
Park	23.6	.0093	34.4	8.3	14.3	22.7	26.4	8.9
Platte	8.0	.0032	36.7	6.0	12.3	22.8	30.1	3.2
Sheridan	23.5	.0093	36.8	6.7	13.2	24.4	28.9	9.4
Sublette	4.8	.0019	35.7	6.0	14.6	25.8	25.6	1.9
Sweetwater	38.4	.0151	29.9	7.6	16.8	24.2	17.3	13.5
Teton	12.1	.0048	33.4	7.6	21.3	29.1	17.5	5.0
Uinta	18.2	.0071	27.0	6.7	17.4	22.6	13.4	5.7
Washakie	8.2	.0033	35.1	6.1	13.6	22.2	27.9	3.1
Weston	6.4	.0025	34.7	6.2	14.4	22.7	26.9	2.4
TOTAL METRO COUNTIES	**134.2**	**.0529**	**32.5**	**8.9**	**16.7**	**22.4**	**23.4**	**52.0**
TOTAL STATE	**452.3**	**.1783**	**32.1**	**8.8**	**15.8**	**22.7**	**22.7**	**168.9**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**460,991**	**119,284**	**45,394**	**54,763**	**23,569**	**88,721**	**7,767**
Natrona	460,991	119,284	45,394	54,763	23,569	88,721	7,767
• Casper	428,617	118,354	41,929	51,947	22,305	82,581	7,766
SUBURBAN TOTAL	32,374	930	3,465	2,816	1,264	6,140	1
CHEYENNE	**549,806**	**89,486**	**62,699**	**78,735**	**19,528**	**122,636**	**5,677**
Laramie	549,806	89,486	62,699	78,735	19,528	122,636	5,677
• Cheyenne	486,742	74,599	56,759	70,947	18,807	118,961	5,323
SUBURBAN TOTAL	63,064	14,887	5,940	7,788	721	3,675	354
OTHER COUNTIES							
Albany	183,184	42,077	21,514	15,140	6,902	30,105	7,567
Big Horn	25,087	9,269	3,769	771	838	2,203	1,427
Campbell	163,713	42,995	16,726	17,770	4,187	29,085	6,591
Carbon	86,757	25,345	9,190	5,008	1,647	12,520	4,217
Converse	42,234	10,705	4,232	3,742	931	7,575	2,057
Crook	16,099	3,739	2,010	949	98	543	467
Fremont	177,267	43,521	16,491	21,764	4,111	31,688	4,834
Goshen	47,342	11,879	5,224	4,981	597	5,285	1,900
Hot Springs	21,026	3,115	1,546	291	280	2,214	1,344
Johnson	24,135	3,790	2,416	681	850	1,005	1,270
Lincoln	54,738	12,209	3,542	3,142	1,803	13,558	1,302
Niobrara	11,932	1,561	1,269	391	39	1,770	217
Park	147,085	24,693	18,087	29,409	3,806	20,274	5,273
Platte	38,288	11,682	4,629	1,160	484	5,818	1,048
Sheridan	171,248	44,168	24,263	15,429	6,292	34,192	3,967
Sublette	19,720	5,987	3,838	1,184	436	490	143
Sweetwater	251,221	50,754	21,681	26,829	11,805	59,003	4,669
Teton	142,838	14,607	25,731	4,856	3,662	10,713	4,107
Uinta	81,685	20,565	6,089	8,004	848	12,092	803
Washakie	45,510	16,317	4,020	3,943	955	9,395	1,817
Weston	32,209	7,687	2,368	1,759	607	7,981	1,464
TOTAL METRO COUNTIES	**1,010,797**	**208,770**	**108,093**	**133,498**	**43,097**	**211,357**	**13,444**
TOTAL STATE	**2,794,115**	**617,435**	**306,728**	**380,701**	**94,278**	**508,866**	**70,008**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/91

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CASPER	**862,403**	**31,189**	**17.8**	**26.4**	**21.2**	**22.2**	**.0238**
Natrona	862,403	31,189	17.8	26.4	21.2	22.2	.0238
• Casper	685,024	31,280	17.7	25.8	21.2	22.5	.0199
SUBURBAN TOTAL	177,379	30,910	18.1	28.7	21.2	20.9	.0039
CHEYENNE	**1,063,711**	**31,737**	**17.3**	**27.2**	**20.5**	**24.1**	**.0291**
Laramie	1,063,711	31,737	17.3	27.2	20.5	24.1	.0291
• Cheyenne	749,378	32,076	16.7	26.8	21.5	23.4	.0221
SUBURBAN TOTAL	314,333	30,622	19.0	27.8	18.1	25.9	.0070
OTHER COUNTIES							
Albany	417,004	24,048	23.6	23.6	15.5	18.2	.0111
Big Horn	112,024	24,846	24.1	28.9	18.0	13.0	.0027
Campbell	427,665	40,805	12.5	21.2	21.9	36.7	.0107
Carbon	217,717	32,308	16.8	26.3	19.3	26.0	.0056
Converse	137,663	31,421	19.4	25.0	22.2	22.1	.0035
Crook	59,536	26,658	20.8	29.0	18.2	16.7	.0015
Fremont	367,048	26,197	22.2	27.9	18.4	13.7	.0104
Goshen	152,286	25,616	22.0	28.6	18.1	15.2	.0038
Hot Springs	61,706	27,853	18.5	30.3	20.3	15.9	.0016
Johnson	74,739	24,872	24.8	24.0	19.3	16.7	.0019
Lincoln	146,333	31,912	17.2	27.7	23.2	21.3	.0039
Niobrara	33,643	25,899	22.5	26.4	15.4	19.7	.0009
Park	312,289	29,155	18.7	28.5	21.7	18.3	.0085
Platte	97,782	25,657	24.6	23.9	18.8	16.8	.0025
Sheridan	330,008	28,732	19.4	28.4	19.4	19.5	.0092
Sublette	69,071	30,645	19.7	27.0	21.5	21.4	.0015
Sweetwater	588,189	41,157	11.7	20.7	22.7	35.6	.0151
Teton	228,868	35,892	12.7	28.5	23.7	28.2	.0064
Uinta	243,369	37,407	13.5	23.7	25.3	29.2	.0060
Washakie	101,223	27,967	19.0	30.6	22.0	14.5	.0028
Weston	80,629	30,000	17.2	30.0	25.8	14.4	.0021
TOTAL METRO COUNTIES	**1,926,114**	**31,482**	**17.6**	**26.9**	**20.8**	**23.2**	**.0529**
TOTAL STATE	**6,184,906**	**30,994**	**18.1**	**26.0**	**20.6**	**22.9**	**.1646**

SALES & MARKETING MANAGEMENT

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SALES & MARKETING MANAGEMENT

COVER BY MICHAEL WITTE

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AMERICA'S BEST SALES FORCES

Our eighth annual BSF Awards, honoring the achievements of six companies that turned tough times into sales success.

BY WILLIAM KEENAN JR., MANAGING EDITOR

1992 has been a year of contrasts, a year in which success—or the lack thereof—will end up being measured by things other than sales or revenues.

In the context of today's sobering economic realities, companies have had to redefine progress in terms of incremental gains in a variety of areas, few having any direct relationship to bottom-line profits or monetary goals. Certain industries have even taken to viewing success in terms of ground held rather than ground gained, while others are assessing achievement in equally nonlinear ways—overseas market penetration, increased share, and enhanced productivity among them.

The bottom line, however, is that true winners will always find a way to succeed in spite of the odds, even if it means coming up with an entirely different slant on what constitutes success. A company like United Parcel Service, for example, facing sluggish growth in its core ground transportation business, found its salvation in air transportation and cracking overseas markets. Bethlehem Steel, on the other hand, in an industry buffeted by foreign competition, recession, and growing competition from aluminum and plastic alternatives, measured its success in terms of technological improvements in its manufacturing process—improvements that are helping it serve traditional customers with greater flexibility and compete more successfully in emerging niche markets.

With the release of the results of this year's Best Sales Force Survey, these two companies—along with four others—can now count themselves winners by at least one other measure of success: In a year marked by adversity and advantage, pessimism and optimism, and conflicts of major proportion both inside and outside their respective industries, the sales organizations of these six U.S. corporations can take pride in the fact that their customers and peers have elevated them and their efforts to the ranks of "America's Best."

As always, some of this year's winning companies are relative surprises—Archer-Daniels-Midland, for example, topped the food products category in its first appearance there, while Bethlehem Steel finally edged out past winners like Reynolds Metals and Alcoa to take home the honors in the metal manufacturing category.

Other 1992 winners run the gamut from the familiar to the perennial: Eastman Kodak garnered top honors in the scientific and photographic equipment category for the first time since 1984, while United Parcel Service (shipping and delivery services) and Anheuser-Busch (beverages) returned to the BSF fold as repeat winners as well.

And then there's Northwestern Mutual Life. The Milwaukee-based "Quiet Company" has been anything but silent when it comes to winning Best Sales Force Awards, picking up its third consecutive trophy thanks to the votes of its customers and peers in the life insurance industry—a feat only two other companies have managed in the eight-year history of our survey.

But more important than any of their various BSF track records is the fact that all of our winners have gained something few companies ever do: the respect and admiration of clients and competitors—proving once again that innovative thinking, quality management, and solid expertise will always triumph over market conditions, economic downturns, or any other adversary that stands in the way of selling.

In the beverage industry, for example, Anheuser-Busch, long the market leader in the domestic beer wars, found itself in the unique position of competing with its own shadow, creating internal challenges "to ward off complacency and extend its leadership position," this according to A-B vice president Jim Hunter. The company also scored additional successes in nurturing international markets and with its various new product introductions.

Archer-Daniels-Midland, this year's winner in the food products category, is another company that might have suffered from complacency if it weren't for the fact that, as ADM senior vice president Martin L. Andreas says, "we're somewhat recession-proof—in good times or bad, people still eat." With this in mind, the company countered tumbling industry economics by taking aim at opportunities overseas as well as enter-

BEVERAGES

COMPANY	SCORE
Anheuser-Busch	8.0
J.E. Seagram	7.3
Brown-Forman	7.0
Coca-Cola	6.8
Whitman	6.5
Coca-Cola Enterprises	6.4
Adolph Coors	6.3
Pepsico	6.1
Dr. Pepper/Seven-Up	5.4

FOOD PRODUCTS

COMPANY	SCORE
Archer-Daniels-Midland	7.9
Philip Morris	7.5
General Mills	7.1
H.J. Heinz	7.0
Ralston Purina	7.0
Campbell Soup	6.9
ConAgra	6.2
CPC International	6.0
Sara Lee	5.7
Borden	5.2

LIFE INSURANCE

COMPANY	SCORE
Northwestern Mutual	8.0
New York Life	7.1
Connecticut General	6.8
Metropolitan Life	6.5
Prudential of America	6.5
John Hancock Mutual	5.9
Travelers	5.3
Teachers	5.1
Aetna Life & Casualty	5.0
Equitable Life Assurance	5.0

METAL MANUFACTURING

COMPANY	SCORE
Bethlehem Steel	7.9
Alcoa	7.7
Phelps Dodge	7.6
Reynolds Metals	7.2
Cyprus Minerals	7.1
Inland Steel	6.6
National Steel	6.0
Maxxam	5.7
LTV	5.1
Amax	5.0

SCIENTIFIC & PHOTOGRAPHIC EQUIPMENT

COMPANY	SCORE
Eastman Kodak	7.8
Xerox	7.2
Polaroid	7.1
3M	7.1
Becton Dickinson	6.7
EG&G	6.7
Baxter International	6.3
Tektronix	6.3
Honeywell	6.2
Bausch & Lomb	5.6

SHIPPING & DELIVERY SERVICES

COMPANY	SCORE
United Parcel Service	7.4
Federal Express	7.2
Roadway Express	7.2
Consolidated Freightways	6.8
Yellow Freight	6.6
Airborne Freight	6.0
Carolina Freight	6.0
American President Cos.	5.2
Preston	4.5

The Best in Seven Categories of Selling

COMPANIES, FOLLOWED BY SCORES, WITH A HIGHEST POSSIBLE SCORE OF 10.

Industry	Recruiting Top Salespeople	Ability to Keep Top Salespeople	Quality of Training	Opening New Accounts	Holding Accounts	Product/ Technical Knowledge	Reputation Among Customers
Beverages	Anheuser-Busch **7.6**	Anheuser-Busch **8.0**	Anheuser-Busch **7.8**	Anheuser-Busch **7.9**	Anheuser-Busch **8.0**	Anheuser-Busch **8.5**	Anheuser-Busch **8.5**
Food Products	Archer-Daniels-Midland **8.3**	Philip Morris **7.7**	Archer-Daniels-Midland **8.3**	Archer-Daniels-Midland **7.3**	Archer-Daniels-Midland/ Philip Morris **8.0**	Archer-Daniels-Midland **7.8**	Archer-Daniels-Midland/ Campbell Soup **8.0**
Life Insurance	Northwestern Mutual **8.0**	Northwestern Mutual **8.0**	Northwestern Mutual **7.8**	Northwestern Mutual **7.6**	Northwestern Mutual **8.4**	Connecticut General **7.8**	Northwestern Mutual **8.8**
Metal Manufacturing	Alcoa **8.6**	Phelps Dodge **8.0**	Bethlehem Steel/ Phelps Dodge **8.3**	Bethlehem Steel/ Reynold Metals **6.9**	Alcoa **7.9**	Bethlehem Steel **8.4**	Phelps Dodge **8.3**
Scientific & Photographic Equipment	Eastman Kodak **7.8**	Eastman Kodak **7.8**	Becton Dickinson **7.8**	Eastman Kodak **7.3**	EG&G **8.4**	Polaroid **8.1**	Eastman Kodak **8.6**
Shipping & Delivery Services	Roadway **7.2**	UPS **7.2**	UPS **7.5**	Federal Express **7.8**	UPS **7.9**	UPS **8.2**	Federal Express **8.2**

ing new markets domestically, forging ahead while others either retrenched or retreated.

In the life insurance industry, Northwestern Mutual measured its success through more traditional methods, posting significant volume and premium gains in 1991; this in an industry otherwise reeling from the realities of an ongoing recession. Northwestern, true to its midwestern roots, achieved success the old-fashioned way—by differentiating itself through price, service, and what Northwestern senior vice president Dennis Tamesin calls "a total commitment to the sales force."

In metal manufacturing, the category in which Bethlehem Steel topped our Best Sales Force Survey, demand has been down for most of the year and prices remain stalled at 1990 levels. With the days long gone when demand for steel would rise as regularly as the height of tail fins on America's autos, Bethlehem's sales force has had to adopt new strategies for coping with today's equally new marketing realities, strategies that include searching out fresh niches, partnering with customers, and developing a team-selling approach so the company can respond more quickly to customer questions and demands. And although these strategies aren't unique to the steel industry, David M. Beinner, Bethlehem's general manager of sales, feels they "will position us to take advantage of the upturn when it comes."

Eastman Kodak, this year's winner in the scientific and photographic equipment category, has also had to deal with tough market conditions, in its case, conditions induced by declining tourism, a drop in spending on photographic equipment, and increased competition from other suppliers in the photographic equipment business. In addition, the company recently undertook a major reorganization and reduction of its work force, although, to Kodak's credit, none of these changes altered the company's mission to focus on the needs of its customers above all else. In fact, Michael Morley, Kodak's vice president for U.S. marketing and sales, says the firm is seeking to further "empower" its sales reps in order to make them even more valuable to the customer. They'll accomplish this by educating them on retailer concerns such as inventory control and just-in-time delivery, as well as giving them more authority to make advertising, promotion, and other marketing decisions at the field level.

And in shipping and delivery services, an industry where the phrase

INTERPRETING THE NUMBERS

Survey participants in each industry category were asked to rate the top companies in that category on their effectiveness in seven sales functions (see above). Ratings were based on a scale ranging from 1 (poor) to 10 (excellent). The scores represent the average of the seven ratings each company received.

"sluggish growth" has become an answer, explanation, and general description for just about any business-related interrogative, United Parcel Service has survived—and even profited—by adding markets, increasing its international business, and working closely with customers in order to develop new value-added services. "Customers expect more," says UPS senior vice president John Alden, and you can be sure that UPS aims to deliver on those expectations.

Partnerships, customer focus, empowerment, team selling, niche marketing, global marketing—all of these are terms and concepts being bandied about with increasing regularity these days. In the following profiles of our 1992 Best Sales Force Award-winning companies, however, you'll read about six corporations for whom these are more than mere words; they're the tools with which winning strategies are fashioned.

Still, let's not forget that there are a lot of other companies out there that are doing equally innovative and interesting things in the realm of sales. In fact, the results of this year's survey reveal a growing competitiveness among the nation's major corporations, with only one of our winners topping the charts in all seven areas of sales' force effectiveness.

Clearly, then, the opportunity is there for others to turn up the heat on this year's honorees, all of which should make 1993 an even more challenging year. As our 1992 Best Sales Force Award winners become the benchmarks by which other companies are judged, it's a safe bet that the tools and techniques that marked their successes will be honed and hefted by their competitors—which simply means they're going to have to work that much harder to hang on to their top-ranked status.

To those of us with a vested interest in upping the profile and professionalism of sales organizations everywhere, that sounds like a contest where everybody ends up a winner.

The results of this year's survey reveal a growing competitiveness among major U.S. firms. Only one company topped the charts in all seven sales categories.

America's Best: Eight Years and Counting

Following are the distinguished winners of *S&MM*'s Best Sales Force Awards since their inception in December of 1984.

1984-85

Chemicals: Du Pont
Computers & Office Equipment: IBM
Diversified Services: Marriott Hotels & Resorts
Electronics: Motorola
Food & Beverages: Pepsi
Forest Products: Georgia-Pacific
Industrial & Farm Equipment: Textron
Pharmaceuticals: Johnson & Johnson
Precision Instruments: Eastman Kodak
Textiles & Apparel: Blue Bell

1986

Glass & Building Materials: Owens-Corning
Metal Manufacturing: Inland Steel
Publishing & Printing: Times Mirror Co.
Railroads & Transportation: Fleetwood Enterprises
Rubber & Plastics Products: Cooper Tire
Soaps & Cosmetics: Economics Laboratory
Telecommunications & Utilities: US West
Transportation Services: United Airlines

1987

Apparel: Liz Claiborne
Chemicals: Du Pont
Computers & Office Equipment: IBM
Electronics: AT&T
Food & Beverages: Coca-Cola
Forest Products: Kimberly-Clark
Industrial & Farm Equipment: Black & Decker
Life Insurance: Northwestern Mutual Life
Metal Products: Gillette
Pharmaceuticals: Merck & Co.
Scientific & Photographic Equipment: Xerox
Textiles: Armstrong World Industries
Wholesale Distribution: Bergen Brunswig Drug Co.

1988

Diversified Financial Services: Merrill Lynch
Electronics & Electrical Equipment: General Electric
Glass & Building Materials: Corning
Metal Manufacturing: Alcoa
Printing & Publishing: Dow Jones
Rubber Products: Goodyear
Soaps & Cosmetics: Colgate-Palmolive
Telecommunications & Utilities: Bell Atlantic
Textiles: Burlington Industries
Transportation Services: American Airlines

1989

Chemicals: Du Pont
Computers & Office Equipment: IBM
Food & Beverage: Anheuser-Busch
Forest Products: Scott Paper
Industrial & Farm Equipment: Caterpillar
Life Insurance: Northwestern Mutual Life
Metal Products: Ball Corp.
Pharmaceuticals: Merck & Co.
Scientific & Photographic Equipment: Xerox

1990

Food Products: Nabisco Biscuit Co./RJR Nabisco
Health & Beauty Aids: Procter & Gamble
Metal Manufacturing: Reynolds Metals Co.
Printing & Publishing: Times Mirror Co.
Shipping & Delivery Services: United Parcel Service
Telecommunications Equipment & Services: Communications Satellite Corp.

1991

Chemicals: Dow Chemical
Computers & Office Products: Hewlett-Packard
Forest Products: Scott Paper
Hotels: Hyatt Corp.
Pharmaceuticals: Eli Lilly
Property & Casualty Insurance: Progressive Corp.

ANHEUSER-BUSCH: AN A+ FOR AMERICA'S ACE ALERS

"Quality permeates everything we do," claims Jim Hunter, vice president of domestic sales for Anheuser-Busch, the world's largest brewing organization. This dedication to quality, he says, is the secret ingredient that makes his division the largest subsidiary of the St. Louis, Mo.-based beer, food, packaging, and entertainment conglomerate.

While Hunter's statement may seem to reflect the typical ubiquitous/ambiguous view most corporations take of quality, A-B backs up its claims with some impressive numbers: Aside from being the U.S. industry leader since 1957, Anheuser-Busch sells more beer than its next four rivals *combined*, producing over 86 million barrels of brew a year. That translates into a staggering 44% share of the entire American beer market (including imports), which means that in addition to *producing* all that beer, A-B is also *selling* it. The distinction is an important one—if you don't believe us, just ask any of the Big Three U.S. automakers.

Essentially, A-B's success boils down to a prudent blend of innovation and tradition, two characteristics Anheuser-Busch has been known for ever since the company was established in 1861. Today, those qualities are reflected throughout the organization, both in the 15 different brands that comprise the A-B stable of products and in the people who market them.

The company hangs on as tightly to its salespeople as it does to its brands. "Our turnover is very, very small," says Hunter. "I think this is due to the fact that Anheuser-Busch offers so many different levels of career advancement." Hunter cites A-B's 11 company-owned wholesale divisions, each responsible for the sales, marketing, and distribution effort in a designated area.

Keeping this massive operation running smoothly is the job of A-B's field sales managers, who work closely with the company's 900 independently owned wholesalers on a day-to-day basis. "We meet on local, state, and regional levels," Hunter says. "We have sales meetings several times a year and work constantly with distributors." In addition, district sales managers hone their skills with the eventual goal of becoming national account or brand managers, a world of opportunity that reflects A-B's global reach and stature.

Just as the company carefully selects and processes the water, hops, grain, and yeast that make up its products, A-B's sales candidates are also put through a rigorous inspection program, part of which involves passing an exam before they're even considered for employment.

Once hired, recruits are constantly monitored, educated, and re-educated. "All salespeople attend a minimum of two instructive seminars a year," says Hunter. "Also, their reviews are tied to the idea of education. Any weaknesses addressed in reviews are strengthened with individually designed in-house sales training."

Of course, being the market leader can create its own set of challenges, not the least of which is keeping your troops motivated in the face of minimal competition. When asked how A-B combats complacency in the ranks, Hunter offers this simple response: "Even though we're the leader, we insist that salespeople extend that position." Specifically, this means setting—and achieving—a goal of 50% market share by the mid-1990s.

"Also," Hunter adds, "we're pushing to increase our presence in the international beer market." So far, the company has breweries in five overseas markets, and its products are exported to 40 more. Looking for concrete results? Budweiser is currently the leading imported beer in Japan.

And in an industry where standing still is tantamount to giving up, Anheuser-Busch is pressing ahead with its latest new product introduction: O'Doul's brand non-alcoholic beer. The brand has already captured a 1% share of the overall beer market—despite the fact that it's only in test market—an achievement made even more remarkable since it has been more than 60 years since Anheuser-Busch produced any non-beer beverages.

Hunter has seen a lot of changes in the salesperson's job since he joined Anheuser-Busch 27 years ago, perhaps the biggest being the increasing use of new sales-related technologies. "Automation has had a very big impact on our salespeople," he says. "We've significantly reduced the time needed for administrative chores, and that gives us more time to sell and more time for service to the retailer."

A-B's involvement in corporate philanthropy is one of the most visible manifestations of its commitment to tradition and quality, dating back to 1906 when Adolphus Busch donated $100,000 to aid victims of the San Francisco earthquake. In 1992, the company donated *$25 million* to charity.

"Good corporate citizenship is something we're concerned about in every marketing segment," explains Hunter. "And that includes wholesalers, too. It's part of the charter agreement they sign with us that they'll be involved in charity projects in their community."

As for what's on tap for the future, Hunter says the growth is in the non-alcoholic and low-alcohol beverages, adding that "our light beers already claim thirty percent of the 'light' segment."

Again, some pretty heady numbers. But if the past is any indication, A-B shouldn't have any trouble reaching its goals. After all, when you already market "the King of Beers," everything else is just another jewel in the crown.—*B.V.* ►

BEVERAGES

Company: Anheuser-Busch

Major Product or Service: Beer

1991 Sales Volume: $12.6 billion

Number of Salespeople: 400

Sales Philosophy: "Quality is never sacrificed for any reason."

Anheuser-Busch, Inc.

JOHN CONRAD

ARCHER-DANIELS-MIDLAND: QUALITY, NOT QUANTITY

Archer-Daniels-Midland has a rather surprising approach to sales for a multibillion-dollar international company: It likes to keep things small.

"We don't try for a *lot* of salespeople," says Martin L. Andreas, senior vice president and executive assistant to the CEO at the Decatur, Ill., company, "just the *good* ones."

The approach obviously works. Sales at ADM, which has more than 25 divisions and subsidiaries, jumped from $7.8 billion in 1990 to $8.5 billion last year, this in the midst of a sagging economy and general malaise in the agricultural products industry. Scoring impressively in such crucial areas as Recruiting Top Salespeople, Holding Accounts, and Reputation Among Customers, ADM pulled down a first-place finish in this year's Best Sales Force Survey against staunch competitors as Philip Morris, Ralston Purina, General Mills, and H.J. Heinz, among others.

"We have a simple premise or philosophy," says Andreas. "'Know your customer and his needs.' You give him distribution, quality, price, and service, and what else in life can he ask for?"

And while he admits most companies share those same sentiments, Andreas still likes to think ADM does things a little differently—and he's probably right. Take, for example, the company's national sales force for its corn-dried sweetener. It consists of eight people. "It's small, especially when you compare it to other companies," says Andreas. "But they get the job done."

Size isn't the only area where Archer-Daniels-Midland is different. Unlike most other companies in its industry, ADM gives salespeople a large measure of freedom. "It's less structured than a lot of companies," notes Andreas. "We don't box them in with a lot of ways things have to be done. We want them to have a lot of responsibility. This offers them a greater challenge and makes them better."

In addition, ADM salespeople have larger territories than most, the reasoning here being that it makes them more aggressive and knowledgeable about the industry. "We give them wider territories where their earning rate can go up because we want them to think and plan," says Andreas. "We want them to know as much about the customer as possible so that we as a company can rely on their input."

While training may vary at the different divisions and subsidiaries, Andreas says there are some common elements. All new hires spend a few weeks with a regional manager, discussing products and the like, before going out to the field. "It's intense, and mostly on-the-job," says Andreas. "They're going to have to sink or swim pretty fast."

ADM also takes a somewhat different approach to hiring, often going right to the heart of the competition for its people. For example, when the company went into the fructose business, it chose individuals from the sugar industry. "I think a lot of companies thought we'd take from our corn syrup [employees]," says Andreas, "but we went right to the sugar industry to hire their top-notch people. After all, that was going to be our competitor, and who would know sugar better than they would?"

The company followed the same strategy when it entered the fuel ethanol business, seeking salespeople from the oil and gas industries. "We hired them," says Andreas. "And they taught us how to sell [the product]."

In fact, Andreas says knowing the competition inside out—as well as the industry and all that affects it—is a key to the company's continued success. "Our salespeople have to know the big picture," he says. "Sometimes that means legislative issues, politics, or trade. We want them to be the best source of information in the industry."

The reason for this, he says, is that customers will start to count on ADM's salespeople for information. Then, when it comes time to place an order—all other things being equal—ADM will get the nod. "If we become a good source of information, it could tip the scale in our favor," notes Andreas. "That person may remember who helped him out."

To maintain this kind of advantage, however, ADM must make certain its salespeople are well-informed, something Andreas says is accomplished by having an "open flow" of information. "Communication is the key," he says. "We send relevant articles to the salespeople and have dialogues with them. We keep the lines of communication open."

Another possible reason for the success of the sales force, says Andreas, is ADM's generous compensation plan. In most cases, salespeople are paid more than the industry average, and because they have larger territories, they also have greater earning potential. In other words, says Andreas, "The harder they work, the more they can earn." As a result, the company stays away from incentive programs. "We feel if you're doing a good job compensating people, you don't need that," he says.

On the other hand, you still have to bring people into the company before you can train them, compensate them, and keep them, and Andreas says ADM's ability to recruit top salespeople is perhaps its biggest challenge: "It's absolutely crucial. But we feel we have a real advantage. We're a growing company, and it's an exciting time to be in the industry. We give salespeople the opportunity to make money, but probably most important, we give them a lot of freedom. We give them the ball and let them run with it. To a lot of people—especially the good ones—that's a great reason to work for a company."—*B.K.* ►

FOOD PRODUCTS

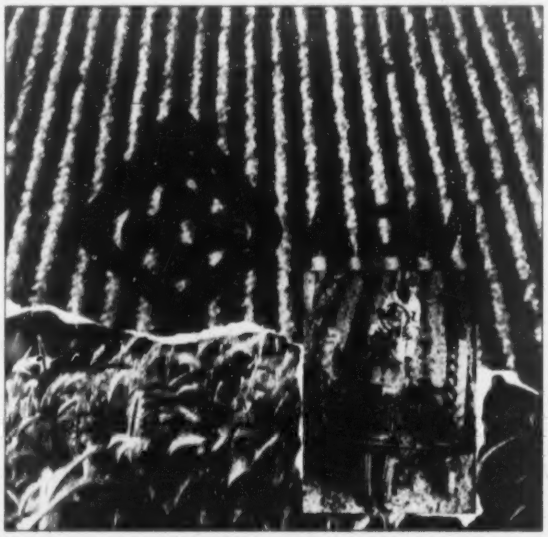
Company: Archer-Daniels-Midland

Major Product or Service: Agricultural products

1991 Sales Volume: $8.5 billion

Number of Salespeople: N/A

Sales Philosophy: "Know your customer and his needs."



JOHN CONRAD

FOR NORTHWESTERN, ONCE IS NOT ENOUGH

Winning a Best Sales Force Award is getting to be a habit for Northwestern Mutual Life of Milwaukee, which has won in the Life Insurance category every time it has been included thus far—in 1987, 1989, and now again in 1992.

Which makes the reaction of Dennis Tamesin, senior vice president of agencies, altogether understandable. "It means there's a concerted level of performance recognized by our competition and our customers," he says. "Winning three times eliminates the possibility of quirk-connected performance; it's an ongoing credit to the agents in our company."

In what Tamesin admits was a flat 1991 for the insurance industry as a whole, Northwestern's 7,300 agents—all of whom are independent contractors with the company—still managed to increase the company's total dollar volume of life insurance protection by 7% and its new premium business by $815 million, together making for an even more impressive 18% rise over 1990.

Some of the credit for those increases has to go to the time and care Northwestern spends on its agents, nurturing them from early on in their careers. Some agents, for example, are college students participating in the company's unique campus intern program.

At cooperating colleges, says Tamesin, "selected students undergo regular agent training and then represent Northwestern on their campuses. It's a way for students to learn whether they're really any good at selling life insurance, and it's an introduction to the industry."

At some schools Northwestern even has "college units," sales teams that compete with those from other schools, just as athletic teams do. "If they do well," Tamesin adds, "and if they graduate and continue with Northwestern, our results show that they progress at a much faster rate than agents who haven't had that experience. It's a great feeder system. Among our national leaders, a noticeably high percentage began as college agents."

The strength of its training, notes Tamesin, is part of Northwestern's "total commitment of the field sales force." That commitment, he adds, "is also reflected in our own deep, long-term, and well-established commitment to high rates of retention for our agents. We train them intensively, and we upgrade that training as necessary, because we know that agents who stay with us will keep their business on our books. We're committed to a 'career agent system' here, so we accept business only from our field force. Unlike most life insurance companies, we accept no business from brokers."

Even more surprising, perhaps, is that Northwestern has no incentive program, "no trips and presents" for its independent agents. The company relies on what Tamesin calls its "Commission Incentive Program" to keep agents happy (although it does give bonuses for both long-term client retention and for bringing in new business).

"Our agents are all self-employed; they run their own offices," he says. "The more they sell, the more they earn, it's as simple as that. So it's not an easy career choice. But for those who are good at it, the big financial rewards are certainly there. As for what we'd spend running an incentive program, we instead take that money and basically use it to pay dividends to our policyholders. So the cost of our insurance is often very low, which leads other people to buy, which increases how much our agents earn."

It obviously works. "We only have one large meeting a year for our agents; it takes place in July in Milwaukee, and they all pay their own way," notes Tamesin. "Every year 8,000 people—agents and their families—show up for it. We're also attracting more talented, more able young people than ever before, people who are often dissatisfied with other careers, who want to strike out on their own."

The only real obstacle Tamesin sees to Northwestern continuing to attract top sales talent over the coming years is that "there are a lot of unknowns in this kind of career. To continually be rejected, to have to talk realistically to people about death and financial protection, that's not easy. A career in life insurance definitely attracts people who are entrepreneurial in nature and who can deal with these issues and transcend them."

Still, Tamesin says the job of selling life insurance hasn't really changed much over the years. "It's always been meeting new people and talking about protecting people and businesses from dying too soon, living too long, or being disabled. These are the three contingencies our agents try to protect families and businesses against. The continual challenge for us is to attract the best possible people to do exactly that for our policyholders."

The challenge for management has remained steady as well: "To achieve goals through the achievements of other people. That's always been a difficult and sometimes frustrating job," allows Tamesin. "That's why I'm really pleased and proud that we're a repeat winner for the Best Sales Force."

As for the future, Tamesin says Northwestern's mission is clear: "We're just going to continue to have the best-trained and the most productive sales force we can. That should be enough."—*R.S.* ►

LIFE INSURANCE

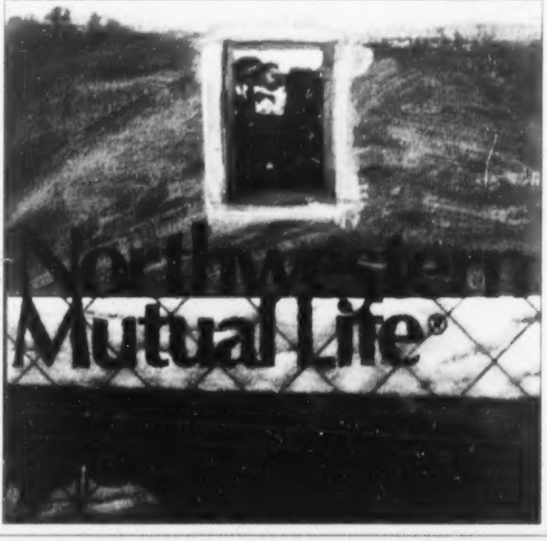
Company: Northwestern Mutual Life

Major Product or Service: Life insurance and annuities

1991 Sales Volume: $5.2 billion (premiums)

Number of Salespeople: 7,300

Sales Philosophy: "Everything this company does has its foundation in the fact that this is a policy owners' company. We believe in selling to and servicing the insurance needs of our policy owners."



JOHN CONRAD

A SOFT TOUCH HELPS BETHLEHEM SELL STEEL

Recession may dull demand, but it leads customers to put an ever-sharper edge on what they expect. At Bethlehem Steel, the sales force has risen to the challenge.

"Just satisfying customer needs doesn't do it anymore," says David M. Beinner, general manager of sales. "These days, our guys spend a lot of time determining where our customers are going."

Warding off incursions by the aluminum and plastics industries looking to capture Detroit's business, for example, means getting into the driver's seat—often even before it has been designed or built. "We worked five years ahead developing coated sheet for automobiles," says Beinner. That called for team selling by engineers and other specialists—all coordinated by the sales department.

Even when selling to folks who make backhoes and power shovels, Beinner's salespeople muster technology, both in the name of strength *and* aesthetics. "Customers want that surface to gleam like an automobile, even though it's going to have mud all over it," he says. "They tell us *their* customers won't buy it if it doesn't look good in the showroom."

Picking up on the needs of its customers' customers is routine for veterans in Beinner's organization, all of whom have survived their share of corporate downsizings as the company coped with relentless competition, both foreign and domestic. Declining prices over the last two years, for example, have had devastating results: In the first quarter of this year alone, Bethlehem lost $10 on every ton of steel it shipped. The "good" news was that this was better than most of its competitors and showed a marked improvement from the previous two quarters.

Long before any hint of an upturn, however, Beinner was at work preparing his people to pounce on the slightest sales opportunity. He began with hiring and training. From a high of 400 people in the early 1970s, Bethlehem's sales force had been pared back as the company shed product lines. Two years ago, Beinner was given the green light to resume hiring, ordaining his own salespeople as advance scouts in the selection process.

"Our salespeople go to colleges and recruit," he says. "Applicants spend a full day at Bethlehem [Pa. headquarters] being interviewed by our sales managers." Those who are chosen spend nine months learning the product line, visiting plants, and being introduced to sales techniques. After that, they're assigned to a district office for field training.

The "demographics" of Beinner's sales force speaks volumes about how selling has changed in the steel industry. Although Bethlehem received high marks for Product/Technical Knowledge in *S&MM*'s survey, only half its salespeople actually have technical backgrounds—evidence that Beinner counts on them to know as much about leadership as they do about ingots. Bethlehem also has three women on its sales force, a number Beinner thinks should increase.

Like Beinner, nearly all of the company's 120 salespeople have spent their entire working lives at Bethlehem. "What holds our team together is that sense of loyalty," he says, "and people loyal to their company will be loyal to customers, too. That's important in a repeat business like ours, where we've been dealing with some customers for over fifty years."

It's not surprising, then, that the supreme compliment that can be paid to a member of the sales force is to say they have "an I-beam on their chest" (i.e., integrity worthy of the corporate logo).

Still, Beinner feels that it's anticipating customer needs that has propelled Bethlehem into sales strategies that would have been unthinkable a few years ago. Last year, for example, he put together a cross-functional team to sell the coated sheet turned out at the company's giant Sparrow's Point, Md., mill. "The salesperson is the initiator and coordinator," he says, noting that the team also includes people from marketing and operations. "We can react quicker to accommodate a customer," notes Beinner, because team members can decide on the spot how to deal with any customer changes.

Currently, similar sales teams are being put together for other lines, and top executives at Bethlehem are studying how virtually everyone in the company can be enlisted in the cause of customer satisfaction. Beinner, in fact, is on the steering committee for a program called Total Quality/Team Bethlehem, which could ultimately propose changes that will forge new links to all the company's customers.

At times, Bethlehem's traditional ways tend to mask underlying shifts designed to cut costs and sharpen the sales effort. To make the most of the Southeast's emerging manufacturing base, for example, Beinner recently opened a district sales office in Columbia, S.C., bringing the total number of such offices to 16. However, life inside these district offices is anything but traditional. Some use telemarketers to handle smaller accounts, and Beinner expects this practice will spread over time.

Also, his 80 customer-service reps, once scattered among the districts, were redeployed to the company's plants last year. Indeed, the changes are coming so fast these days that Beinner sometimes worries about his people. "We may be pushing our guys too hard to do a lot of things," he says, "but today we need to do a lot more selling than in the past."

For Bethlehem's winning team, then, it's I-beams all around.—*M.E.* ►

METAL MANUFACTURING

Company: Bethlehem Steel Corp.

Major Product or Service: Steel and steel products

1991 Sales Volume: $4.3 billion

Number of Salespeople: 120

Sales Philosophy: "To have a well-trained, highly motivated sales force dedicated to developing and satisfying customer needs."

BETHLEHEM STEEL

JOHN CONRAD

EASTMAN KODAK BRINGS TRAINING INTO SHARPER FOCUS

"The Kodak Moment. Everybody has them: A new baby...trip to Disney World...prom night...golden wedding anniversary," gushes a Kodak press release. Certainly, most people would agree that Kodak is one of the most famous and warmly regarded names in the world. But over the past 18 months, things haven't been exactly picture-perfect for the 90-year-old company.

Tourism, a primary driver of demand for film and other camera equipment, slowed to a trickle during the Gulf War and never really bounced back. Consumers reined in their spending, businesses delayed purchasing equipment, and competitors in the photographic supplies business, such as Fuji and Konica USA, mounted all-out assaults on Kodak's lead in the marketplace. As a result of these and other pressures in 1991, the company underwent its fourth major restructuring in eight years and offered employees an early retirement plan that will cut the total work force by 12,000.

All of which makes Eastman Kodak's first-place finish in this year's Best Sales Force Survey even more remarkable. A repeat winner from 1984 in the Scientific & Photographic Equipment category, Kodak beat such stalwarts as Xerox, 3M, and Polaroid in three of the seven categories surveyed—Recruiting Top Salespeople, Ability to Keep Top Salespeople, and Opening New Accounts. As for Reputation Among Customers, Eastman Kodak decisively trounced the other nine companies in this year's poll, garnering a rating of 8.6 out of a possible 10 points.

What's Kodak's secret? The answer, in a word, is training. Lots of it. Each Kodak recruit undergoes 90 days of intensive training before being sent into the field. Thanks to a blend of classroom lectures, field trips, and time spent working alongside Kodak veterans, new sales reps hit the street with an in-depth understanding of product specs, distribution channels, and technical processes.

"Twelve weeks is a long time," concedes Michael Morley, Kodak's vice president and general manager for U.S. marketing and sales in the consumer imaging division. "But we found that after that much training somebody can hit the street and be productive for us in a very short time."

Of course, it's not only training that makes them productive. Once they're turned loose, sales reps are fed a continual stream of financial data—numbers on units sold, revenues, and even information on costs and profits.

There's a reason for this. "We're saying to our sales reps, 'You need to think more broadly than just selling. You need to put on your business hat,'" says Morley. "I think that works to the advantage of everybody, but especially to our customers' advantage. Now, sales reps are in partnership with customers, helping them run their business." Reps routinely offer retailers a whole host of services, from access to Kodak's in-house experts on inventory control to training for counter clerks or guidance in how to run a successful promotion.

Naturally, this kind of value-added selling requires a great deal of autonomy, and at Kodak, sales reps have always been given lots of it. Now they'll be given even more. Recently, sales territories were reorganized into four major geographic zones, with each maintaining its own marketing, sales, and financial staff. "These zones are empowered to take umbrella strategies that we develop for the U.S. as a whole and adjust and manipulate them in a way that's appropriate for their specific area," says Morley.

This commitment to autonomy will be put to the ultimate test over the coming months as Kodak rolls out its latest gee-whiz product: Photo CD. The process allows consumers to take pictures with standard 35mm cameras and film, then have a photofinisher transfer the images onto a compact disc for display on TVs or manipulation on a computer. Ultimately, sound, text, and graphics capabilities will be added as well.

"If you were one of my retail customers, I would bet you wouldn't have a whole lot of understanding about Photo CD," says Morley. Consequently, Kodak sales reps will offer retailers extensive training on the product itself, the photofinishing equipment necessary to produce discs, and the playback equipment. As always, this training will be tailored to individual customer's needs and markets.

To free reps for the sort of all-out push Photo CD will require, Morley has hired an outside contractor to restock shelves and place point-of-purchase advertising. "The role we're looking for the sales rep to play isn't one of filling shelves but working with the customer as partner," he says. "We've got to keep moving sales reps beyond a sales orientation to a marketing orientation—and then ultimately to a business orientation."

Which is precisely the kind of philosophy that keeps Eastman Kodak's sales force "picture-perfect" when it comes to producing those winning Kodak Moments.—*B.W.* ►

SCIENTIFIC & PHOTOGRAPHIC EQUIPMENT

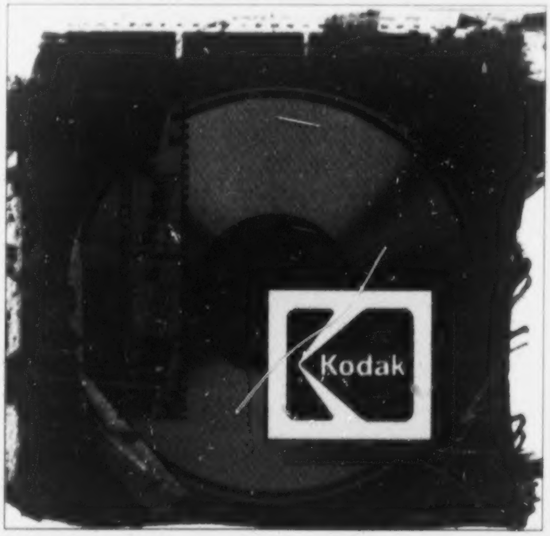
Company: Eastman Kodak Co.

Major Product or Service: Photography supplies and equipment

1991 Sales Volume: $2.8 billion (Imaging Products, U.S.)

Number of Salespeople: 400

Sales Philosophy: "Our company is built on three cornerstones: focusing on consumers and the customers, such as retailers, who market our products; recruiting high-quality people for our marketing force; and empowering all our employees."



JOHN CONRAD

UPS DELIVERS MORE TO ITS CUSTOMERS

What qualities are responsible for bringing United Parcel Service a second Best Sales Force Award in only three years?

"I'd have to attribute the company's success to our employee partnership concept and long-term approach to business," says John Alden, senior vice president of business development for the 85-year-old Atlanta, Ga.-based company. "Being a privately held company, we can afford to plan for the long-term, thus avoiding those ineffective short cuts public companies must take just to satisfy the analysts each quarter. And because our employees know their jobs are secure and their opportunity to rise to a management position is great, it gives them the added incentive to go that extra mile."

Although Alden admits that growth has slowed due to the economic conditions that have plagued corporate America for the last two years, UPS has continued to plug away, increasing business in the process. "We're somewhat of a barometer for the GNP," notes Alden. "Because we service every type of business, service, wholesaler, and retailer, our volume is a pretty good reflection of the state of the economy."

This being the case, it's no surprise that the company's ground distribution business hasn't exactly had a booming year. In fact, Alden says 1991 was the first sluggish year this part of UPS's business has seen since the 1940s. But in a clear and typical demonstration of its resiliency, the company was prepared with a strategy to make up for the lost revenue.

"The way we look at it," he explains, "you'll always be forced to deal with some adversity—whether it be economic conditions, increased competition, or a maturing market. But we've always battled these forces by venturing into new markets." For example, Alden points out that UPS managed to escape the recessions of the 1970s virtually unscathed by adding new areas and services to its territories.

While it now services the entire U.S. (in addition to possessing a strong international division), UPS's latest formation is a subsidiary company that Alden says will provide customers with total sales support. "Although we've done this in the past on an ad hoc basis, our customers were looking for more assistance in this area," he says. "Now, our salespeople can help customers with everything from deciding what mode of transportation to use to solving logistic problems."

UPS continues to stress technology as an integral part of its business. In fact, the company received its top score this year in the same category as in 1990—Product/Technical Knowledge. UPS recently introduced GroundTrac, for example, an electronic tracking system for domestic packages that allows shippers to receive status reports on their ground packages 24 hours a day, seven days a week, simply by calling a single toll-free number. Shippers can also access up-to-date information through the UPS MaxiTrac on-line software system—no small task, considering the company ships *11 million* packages a day for more than one million regular customers.

Of course, while these new developments are a boon to the customer, they only make the salesperson's job that much tougher. "The sales force is required to do much more work with each technological improvement we make," says Alden. "They're expected to know the systems inside out, in addition to our other fifty to sixty service offerings." Still, finding the quality sales talent to handle such a challenge hasn't been that big a problem for UPS. "We're the largest distribution company in the world and we have a good reputation, so it's not hard for us to find intelligent, capable people who are eager to work for us," notes Alden.

Although UPS still sticks to its historical policy of promoting from within, Alden says the company has recently begun to hire from the outside: "As the world changes, we realize that we need to change along with it. However, we're still promoting eighty percent from within, and we're only recruiting outsiders for entry-level positions. Senior management positions are still reserved for existing employees."

Training also remains a major undertaking for the company. This past year, UPS put all of its 150 sales managers through a logistics training course designed for them by Michigan State Univ. Eventually, UPS plans to send district and regional managers, as well as national operators, through the program. Comments Alden: "While it's a big commitment to take these sorely needed managers out of their jobs for an entire week, we feel it's for the good of our common goal—responding to customers' needs."

The customers of today are different from the customers of yesterday, Alden concludes. "They expect more, especially since there's more of a focus on distribution. They're looking for ways to control costs, work more efficiently, and gain greater information. And keeping up is going to take more advancements in technology, which will pose a greater challenge for our salespeople."

Despite these ongoing changes, one suspects that UPS will continue to deliver the goods—whatever the odds and obstacles.—*K.R.* ◆

SHIPPING & DELIVERY SERVICES

Company: United Parcel Service

Major Product or Service: Package distribution

1991 Sales Volume: $15 billion

Number of Salespeople: 2,500

Sales Philosophy: "Form strategic alliances with customers to find solutions to their unique distribution needs."

JOHN CONRAD

COMPUTERS

[illegible]

PRODUCTIVITY GAINS ARE UP ANOTHER NOTCH

Marketers who embraced the computer age reported significantly bigger boosts in sales productivity last year. According to the 255 marketers (with an aggregate sales force of just under 12,000) who participated in *S&MM's* sixth annual Survey of PC Usage in Sales, productivity of salespeople using computers climbed a median of 25%. This was a healthy increase over 1990's figure of 20%.

However, compared to previous years, there were significant differences relative to sales force size. For example, productivity gains claimed by small companies were 50% better than those cited by large companies (Table 1).

Other key survey findings:

- Top-ranked software applications continued to revolve around account handling.
- The move to outfit salespeople with laptops picked up momentum.
- Human factors and costs were uppermost in the minds of those shunning PCs.

In addition, the better customer relations cited as the biggest motivator for higher sales productivity come from two directions. On the one hand, they center around improved account management—including the ability to handle more accounts as well as the salesperson having more accurate knowledge of existing accounts. On the other, they focus on improved customer service—including "faster response time," "better credibility with customers," and "well-organized customer records."

The four most popular software programs all touch on customer relations (Table 2). This year, account/prospect files moved up from fifth to third place, nudging proposal preparation down from third to fourth.

The biggest gain in popularity was chalked up by budget preparation (11%). Also moving up briskly on the popularity scale were call planning (8%), account management (7%), and account/prospect profile (6%).

Again, however, broad differences in relative popularity exist according to sales force size. For example, more than three-

TABLE 1

PC Productivity Keeps Climbing

	PRODUCTIVITY GAINS IN 1991				
SALES FORCE SIZE	**YES**	**NO**	**UNKNOWN**	**MEDIAN**	**'90**
Small (under 10)	88.7%	7.5%	3.8%	30%	23%
Medium (10-99)	81.3	16.5	2.2	25	20
Large (100 & over)	77.8	11.1	11.1	20	20
ALL RESPONDENTS	**84.4%**	**11.6%**	**4.0%**	**25%**	**20%**

SOURCE: *Sales & Marketing Management*, Sixth Annual Survey of PC Usage in Sales

TABLE 2

Most Popular PC Applications by Sales Force Size

APPLICATION	**SMALL**	**MEDIUM**	**LARGE**	**ALL RESPONDENTS**
Word processing/ customer correspondence	81%	74%	85%	**78%**
Account management	70	65	63	**67**
Account/prospect profile	56	60	59	**58**
Proposal preparation	50	57	67	**55**
Spreadsheets	51	51	78	**54**
Call planning	51	45	56	**49**
Call reports	50	47	33	**47**
Sales presentations	36	51	78	**47**
Lead tracking	54	43	19	**45**
Sales analysis	41	42	44	**42**
Sales forecasts	36	45	59	**42**
E-mail	25	43	59	**36**
Territory management	26	40	48	**34**
Graphics	26	30	56	**31**
Direct marketing	37	25	22	**31**
Budget preparation	25	28	48	**29**
Telemarketing	36	22	11	**28**
Order entry	22	26	33	**25**
Checking inventory/shipping status	19	20	26	**20**
Market analysis	16	15	30	**17**
Travel & entertainment	13	16	19	**15**
Mapping	6	10	7	**7**

SOURCE: *Sales & Marketing* Sixth Annual Survey of PC Usage in Sales

TABLE 3

Laptops New King of the Hill

	% USAGE AMONG FIRMS WITH PCS				
PC TYPE	**ALL COMPANIES**	**SMALL**	**MEDIUM**	**LARGE**	**ALL SALESPEOPLE**
Desktop	47.8%	59.6%	38.7%	28.0%	24.8%
Desktop & laptop	27.2	19.3	33.3	40.0	20.6
Laptop	23.3	21.1	24.7	28.0	51.7
Desktop, laptop, terminal	1.3	0.0	2.2	4.0	2.4
Hand-held terminal	0.4	0.0	1.1	0.0	0.5

SOURCE: *Sales & Marketing Management*, Sixth Annual Survey of PC Usage in Sales

TABLE 4

Buyers' Choices in '92

PC TYPE	% OF FIRMS
Laptop	45.7%
Desktop & laptop	21.4
Desktop	18.5
Laptop & palmtop	1.7
Laptop & pen-based	1.7
Palmtop	0.6
Laptop, palmtop & pen-based	0.6
Pen-based	0.0

SOURCE: *Sales & Marketing Management; Sixth Annual Survey of PC Usage in Sales.*

quarters of large companies (those with 100 or more salespeople) use PC-based sales presentations vs. only one-third of small firms (under 10 salespeople).

Falling prices, technological improvements, increased functionality, and attractive cost/performance ratios helped PCs pass a milestone last year. Laptops are now in the hands of just over half the salespeople given computers by survey respondents (Table 3), a robust increase from the preceding year's 36.2%.

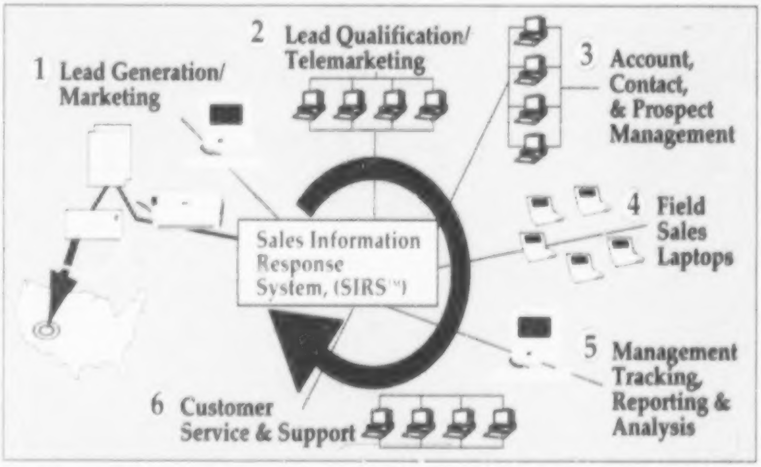
Not surprisingly, much of laptops' growth comes at the expense of desktops. Although the percentage of laptop-using salespeople was up sharply, the share of companies using laptops shows little change. By contrast, the ratio of companies using desktops plunged in the same time frame.

While notebook type laptops are the catalyst in the rush to portables, marketers seem unaware of the newer technologies that make portables even smaller and lighter. Only a handful of respondents expressed an interest in the newer portables.

In other computer-related areas, progress is mixed. To make it easier for salespeople to get the information they need, 65% of respondents give their sales force access to computerized databases. However, that's a marked decline from 1990's 73%. Further, while 70% of PC-using firms make *internal* databases available, only 10% give salespeople access to *external* ones.

On the other hand, marketers are making it easier for salespeople to share files by installing internal networks: 41% had networks in place last year vs. 35% the previous year. Again, company size plays a big role here. Thus, only a third of small companies are "wired," compared to half of the large firms.

Finally, costs—along with human factors—are still the biggest restraint keeping marketers from jumping on



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the PC bandwagon. Although prices have tumbled so sharply that even such giants as IBM and DEC are reeling, 70% of the 23 non-computer firms surveyed feel prices are still too high. An equal number of respondents cite their salespeople as an additional deterrent. Such phrases as "computer illiteracy" and "don't care to learn" were mentioned most frequently.

PC WOES TO BOOST SFA

Sales force automation (SFA) efforts will get a boost from the current turmoil afflicting the PC industry. As clone competition eats away at hardware vendor profit margins, manufacturers will reach out for new markets—such as traveling salespeople and executives—with "information appliances, a new class of products that will be small, mobile, low-cost, task-specific devices," says *The PC Mutant*, a new report from Forrester Research.

According to report co-authors John C. McCarthy and William M. Bluestein, at least five types of information appliances will be on the market by 1994:

- **Deal makers:** "Pen-based, tablet-sized computers for sales personnel."
- **Collectors:** "A clipboard replacement for those who capture information [such as in-store merchandisers]."
- **Electronic books/manuals:** "Devices that let users easily tote and display product catalogs, repair manuals, training guides, and video presentations."
- **Personal communicators:** "Pocket-sized devices will let people send notes and receive E-mail."
- **Electronic stationery:** "There will be a convergence of pen gestures with palm-top and notepad forms."

These five types of information appliances will be characterized by:

1. **Mobility:** They'll be light and compact enough to go everywhere.
2. **Low cost:** Average price: $500.
3. **Limited applications:** They'll run only three or four packages.
4. **New user interface:** Application access will be simplified.
5. **Short life cycles:** The low cost will spur users to latch onto the latest "hit" appliance.

Although the dawn of this new breed is only two years away, certain technical hurdles remain. For one thing, McCarthy and Bluestein contend that the technology is still "immature. "Poor handwriting recognition curtails note takers," they say. "Also, user interfaces haven't been well-adapted to the new packages—Sharp Wizard, for example, is crippled by a keyboard designed for Lilliputians."

The authors also say vendors are hung up on a "desktop mentality." For example: "Microsoft is trying to stick pen extensions onto its well-worn Windows interface."

Finally, more software must be written for mobile users. "Early adopters will be looking for new software for sales management and order entry systems written explicitly for information appliances."

SFA MOVES INTO THE MAINSTREAM

New evidence that SFA is becoming a mainstream activity comes from the latest survey of computer budgets conducted by Business Research Group (BRG), the research arm of Cahners Publishing, Newton, Mass.

Almost half of the 1,773 MIS specialists participating in the survey say they now support sales departments or sales groups with ongoing automation projects. That SFA is moving from a stand-alone to a network phase is indicated by the fact that 40% of the MIS departments will implement local area networks (LANs) for sales departments this year.

For more details on the survey results, call BRG at 617-630-3900. ❖

Systems Platforms MIS Will Implement for Sales Groups

Local area networks (LANs)	43%
Desktops	31
Laptops	31
Minis	26
RISC* workstations	17
Mainframes	15
Hand-helds	12
SPARC** workstations	6

*RISC = Reduced Instruction Set Computing

**SPARC = Sun Microsystems' proprietary operating system

New Sales Applications MIS Will Implement for Sales Groups

Order entry/scheduling	17%
Sales analysis	17
On-line customer access	16
Sales/territory management	15
Field office/branch automation	12

SOURCE: Business Research Group.

→ People Tracking

→ Day Planning

→ Word Processing

→ Mail Management

→ Report Creation

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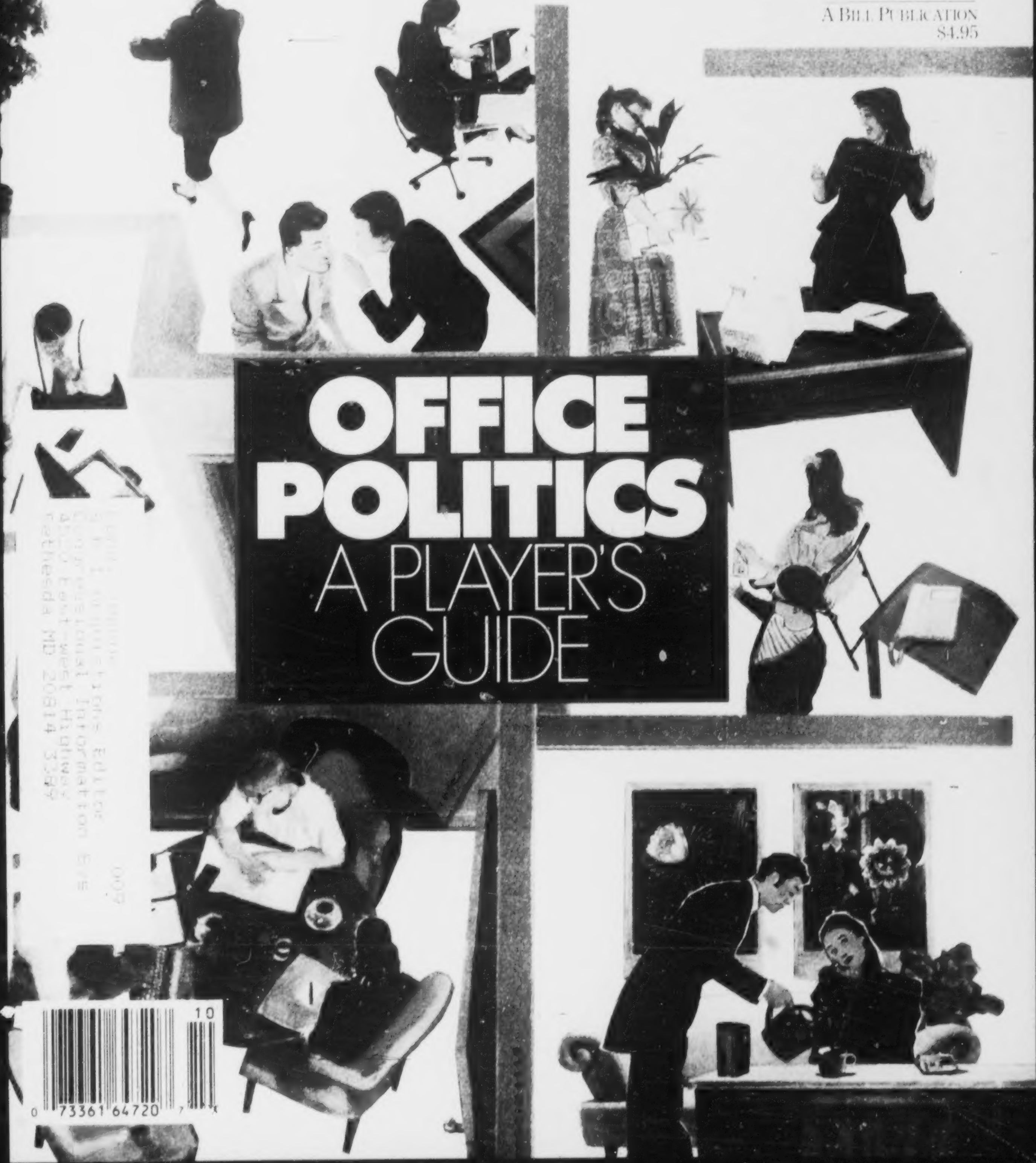

OFFICE POLITICS

A PLAYER'S GUIDE

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system, a customizable and flexible sales and marketing productivity software package may be all your salespeople need. Some vendors offer laptop versions of a portion of an enterprise-wide system. They also supply remote communications to the home office.

Using laptop-oriented software that's part of a multipurpose sales and marketing system has other advantages as well. In many cases, the applications in this kind of software are relatively simple. For example, a word-processing package found in a sales and marketing system integrated with database management, telemarketing, account management, customer service, etc., won't offer as many options for formatting a document as a full-featured stand-alone word processor, but your field salespeople probably don't need all the functions offered anyway, and it certainly doesn't make sense to pay for them.

According to Peter Perera of the Perera Group, a Boston-based sales and marketing system consulting firm, "During the beginning of the implementation phase, you only want to provide those tools your salespeople need and want. This forces utilization of the system and, in the long run, leads to success."

Another thing to remember is that the more carefully and thoroughly you evaluate the needs and wants of both your salespeople *and their clients*, the more effective your salespeople will be. In other words, your customers are an important part of your automation picture. Be sure to include their needs.

In addition, selling styles and culture, sales environments, and sales cycles all differ from company to company. Thus, keep in mind that the application software that's phased in at different stages of the implementation program won't follow a uniform pattern. Despite this caveat, however, there are three basic applications that will be found at the heart of most automation programs:

1. Account management. This first application—the core of many sales automation systems—is most likely to be custom-designed or modified, since the information collected or retrieved by field sales differs from company to company. Essential to its appeal is the fact that it replaces the many notebooks and files sales reps use to keep themselves informed.

This application must be integrated with the home office database in the form of remote upload and download of data on a daily or weekly basis, which is why purchasing a field laptop support system as a module to the home office sales and marketing system is often so appealing: It helps eliminate the "conflict of needs" among salespeople, sales management, marketing staff, and customer service/support when implementing the information system. Each department is integrated by using a multipurpose sales and marketing software package.

2. Database management. In this second core application, all relevant information should reside in the salesperson's computer—as well as in the home office or other central location. This way, the salesperson has a two-way relationship with the database: First, during daily connections, the rep will upload new information to the home office host computer—including calls made, new contacts, changes to

Salespeople's Software "Wish List"

Two items that typically involve a lot of paperwork and paper handling—expense reports and product catalogs—are high priorities when it comes to future software applications.

Based on replies from 125 respondents, a recent membership survey by the Sales Automation Assn. reveals that future-minded salespeople also seem intent on using PCs to improve their presentations and their word-processing, analysis, and graphics capabilities.

In addition, more than one-third of respondents indicated they developed their software in-house vs. one-quarter who relied on outside vendors and one-fifth who developed it jointly.—*T.C.T.*

SOFTWARE APPLICATION	% USERS CURRENT	% USERS FUTURE
Word processing/misc.	84%	9%
E-mail	83	8
Call history	81	3
Contact management	80	3
Call reporting	79	5
Electronic reports	66	6
Spreadsheets	60	1
Territory management	57	6
Sales forecasting	55	6
Lead tracking	51	6
Proposal generation	50	7
Inquiry/order entry	48	8
Sales/marketing analysis	47	9
Sales presentations	46	9
Expense reporting	45	12
Sales management	44	1
Graphics	43	9
Time management	47	2
Pricing	42	8
Market/business planning	41	7
Schedule management	37	5
Telemarketing	29	4
Marketing management	26	1
Market research	23	5
Product demos	23	7
[illegible]	22	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

the biggest pains of rep turnover, namely, loss of account information when a rep quits. A new rep now simply scans the database to immediately learn the prevailing situation at each account and prospect, compared to the weeks—and sometimes months—it used to take to acquire such information.

A TOME—BUT WITH REAL-WORLD FLAVOR

Although it deals primarily with PC-based software vendors, the monthly newsletter *Software Success* has a lot to say about the decisions sales and marketing managers make every day. Before his death earlier this year, editor-publisher David H. Bowen assembled the contents of the newsletter's first three years into something called the *1992 Software Success Reference Book*, a 546-page softcover volume that's available for $29 or free with a one-year subscription to the newsletter.

Reflecting what was uppermost in the minds of subscribers, the book's major discussion areas include promotion, lead generation, pricing, distribution, management issues, customer and technical support, and the sales cycle. In addition, each issue of the newsletter contains the results of a survey on a topical marketing issue plus comments by Bowen on sales problems cited by subscribers or clients of his consulting practice. Because of this, the book has a "real-world" flavor rarely found in sales and marketing texts. The *SSRB* can be ordered by writing to *Software Success*, P.O. Box 9006, San Jose, Cal. 95157-0006; phone: 408-446-2504; fax: 408-255-1098.

COMPUTER CATALOGS FOR THE PRICE-MINDED

Today's canny computer buyers, when shopping for PCs or software, often test rival systems in full-service computer specialty stores. But then they place their orders with low-price mail order outlets, which each year account for a bigger slice of PC industry sales.

For those who want to check the prices of such outlets, *Computer Catalogs* can simplify the search. Listing more than 300 computer catalogs that offer hardware, software, supplies, and accessories, the soft-cover book provides company names and addresses; phone, fax, and toll-free 800 numbers; and dollar volumes for each company. Included are such industry heavyweights as IBM Direct ($75 million), NCR Direct (more than $35 million), and Dell Direct (more than $25 million).

Computer Catalogs (114 pages, $12.95 plus $2.50 for shipping) is published by Todd Publications, Box 301, West Nyack, N.Y. 10994; credit card orders: 800-747-1056.

IS SALES AUTOMATION FOCUS SHIFTING?

Improving customer service has become a leading catalyst for sales force automation (SFA) programs, running close on the heels of boosting sales productivity—the traditional motivator.

These were among the results of a survey conducted by the Dearborn, Mich.-based Sales Automation Assn., released at their recent second annual user conference.

The foremost "justification for implementing sales automation" was to "increase sales," cited by 87% of respondents, followed by "improving customer service" (83%), "provide more time for sales force" (75%), "provide marketing data to company" (63%), and "meet competition" (26%).

And it seems that in contrast to their more suspicious attitude in the early days of SFA, salespeople are now convinced automation is in their best interests. When asked to "characterize their implementation" to date, more than one-third of respondents said, "Our salespeople wouldn't give it up now." The fact that companies have barely scratched the surface of SFA is indicated by the 60% of respondents who said, "We see many more uses for sales automation now that we've come this far."

For more details on the SAA survey, contact Rebecca Drake at 313-278-5655. ❖

S&MM Is Numero Uno

According to the SAA, here's what survey respondents answered when asked: "Which publications do you read regularly to stay up to date on sales automation?"

Sales & Marketing Management	61%
PC World	53
Wall Street Journal	45
Business Week	33
InfoWorld	25
Datamation	21
Personal Selling Power	9
MacUser	3
Other	26

SOURCE: Sales Automation Assn.

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SECTION II: MEDIA MARKET PROFILES

SECTION III: 1996 METRO MARKET PROJECTIONS

SECTION IV: MERCHANDISE LINE SALES

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SURVEY OF MEDIA MARKETS

OCTOBER 26, 1992

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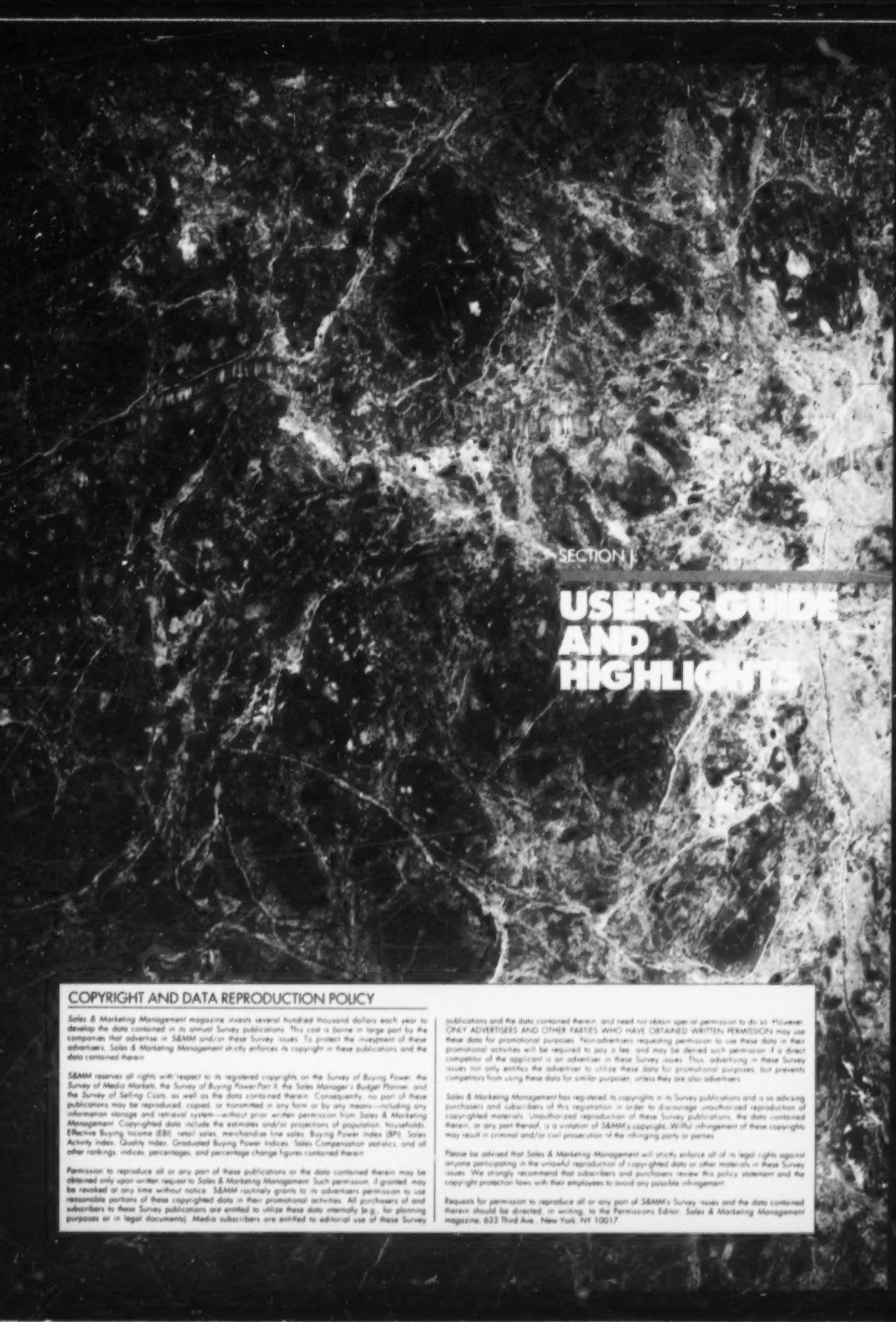

SECTION I

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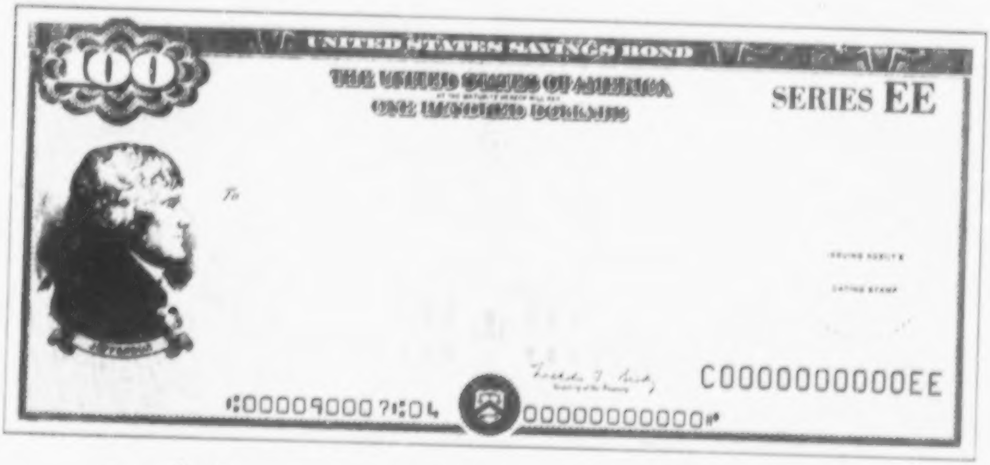
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SURVEY HIGHLIGHT

Tomorrow's Biggest Markets: The 50 Largest Metros in 1996

METRO	PROJECTED 1996 POP. (THOUS.)	PROJECTED % CHANGE 1991-96
Los Angeles-Long Beach	9,656.5	+6.3%
New York	8,774.9	+1.7
Chicago	6,244.3	+2.2
Philadelphia	5,097.1	+3.5
Detroit	4,460.1	+1.3
Washington, DC	4,383.6	+8.1
Boston-Lawrence-Salem-Lowell-Brockton	3,741.1	-1.2
Houston	3,549.1	+5.3
Atlanta	3,391.5	+12.9
Riverside-San Bernardino	3,284.2	+16.3
Dallas	2,945.2	+10.5
Nassau-Suffolk	2,833.4	+6.8
San Diego	2,810.0	+7.9
Anaheim-Santa Ana	2,797.0	+11.4
Minneapolis-St. Paul	2,760.3	+8.4
Baltimore	2,548.1	+4.8
St. Louis	2,548.0	+2.9
Phoenix	2,498.6	+12.3
Oakland	2,324.4	+8.2
Tampa-St. Petersburg-Clearwater	2,292.1	+7.0
Seattle	2,158.9	+6.2
Miami-Hialeah	2,101.4	+5.7
Pittsburgh	1,984.1	-2.6
Cleveland	1,819.0	-0.4
Newark	1,815.0	-0.5
Sacramento	1,787.6	+13.9
Denver	1,742.0	+5.4
San Francisco	1,723.9	+5.7
Kansas City, MO-KS	1,710.1	+6.4
San Jose	1,626.4	+6.1
Norfolk-Virginia Beach-Newport News	1,574.4	+8.8
Fort Worth-Arlington	1,569.4	+12.4
San Antonio	1,507.6	+11.2
Cincinnati	1,502.6	+2.5
Milwaukee	1,484.4	+2.7
Columbus, OH	1,473.0	+4.7
Fort Lauderdale-Hollywood-Pompano Beach	1,397.0	+7.6
Portland, OR	1,388.1	+8.7
Indianapolis	1,335.3	+4.9
Orlando	1,304.4	+14.5
Charlotte-Gastonia-Rock Hill, NC-SC	1,291.8	+7.6
New Orleans	1,278.7	+2.8
Bergen-Passaic	1,264.6	-0.9
Salt Lake City-Ogden	1,202.3	+9.0
Hartford-New Britain-Middletown-Bristol	1,159.5	+2.0
Nashville	1,106.7	+8.9
Middlesex-Somerset-Hunterdon	1,102.5	+5.6
Monmouth-Ocean	1,082.5	+6.6
West Palm Beach-Boca Raton-Delray Beach	1,067.8	+15.2
Memphis	1,057.2	+5.4

SOURCE: *Sales & Marketing Management 1992 Survey of Media Markets*

standing tradition of producing a separate data section of newspaper market profiles based on our own system of "dominant" and "effective" counties has ultimately proven to be ill-suited to the realities of today's marketplace, since most newspapers now use either metro areas or media markets (ADIs and DMAs) to define their territories and coverages.

Therefore, in an effort to make our data more useful to marketers in either camp—and to reflect these changes in market perception—we've decided to eliminate our section of Newspaper Market Profiles, folding it into an expanded ADI listing that breaks out metro and nonmetro counties within a particular area and renaming both the data section (S&MM Media Markets) and the Survey itself (*Survey of Media Markets*). This way, those marketers who use metropolitan areas and/or counties to define their markets can utilize the data in our August *Survey of Buying Power*, while those opting for ADI-based geography can now find expanded data on their markets in the October *Survey of Media Markets*. The example that follows illustrates just one of the many ways these data can be used to better target consumers and customers through more effective media-based marketing.

One of the most commonly used measures of media market potential is total households, which basically tells you how many families you'll be reaching with your TV, radio, or print ad message. However, by utilizing the expanded data in the *Survey of Media Markets*, you can further refine your choice of markets using such indicators as a market's share of total U.S. retail sales—data that reveal that households and spending don't always go hand in hand, as we can see from this list of four similarly sized markets.

Media Market	Households (Thous.)	% of U.S. Retail Sales
Austin	[illegible]	[illegible]
Des Moines	[illegible]	[illegible]
Portland-Poland Springs	[illegible]	[illegible]
Shreveport-Texarkana	[illegible]	[illegible]

What we discover through this kind of basic analysis is that Austin, the largest (in terms of total households) of the four Media Markets charted, has nearly the same retail sales ratio as Des Moines, a market with over 7,000 fewer households. In addition, the Shreveport-Texarkana market posts a sales ratio smaller than that of either Austin or Des Moines but with fewer households overall. The real surprise here, however, is Portland-Poland Springs.

SURVEY HIGHLIGHT

Tomorrow's Wealthiest Metros: Average Household EBI in 1996

METRO	1996 AVERAGE HSHLD. EBI	METRO	1996 AVERAGE HSHLD. EBI
Lake County, IL	$96,109	Boulder-Longmont, CO	$61,799
Bridgeport-Stamford-Norwalk-Danbury, CT	89,163	Dallas, TX	61,679
Middlesex-Somerset-Hunterdon, NJ	86,624	New Haven-Waterbury-Meriden, CT	61,649
Bergen-Passaic, NJ	79,445	Santa Cruz, CA	61,325
Trenton, NJ	78,426	Philadelphia, PA	61,322
Nassau-Suffolk, NY	77,553	Bloomington-Normal, IN	60,870
Newark, NJ	75,079	Orange County, NY	60,760
San Jose, CA	72,780	Seattle, WA	60,518
Washington, DC	72,507	Santa Barbara-Santa Maria-Lompoc, CA	60,372
Anchorage, AK	71,764	Poughkeepsie, NY	59,568
Anaheim-Santa Ana, CA	70,489	Fort Worth-Arlington, TX	59,142
Naples, FL	70,359	New London-Norwich, CT	59,047
Honolulu, HI	69,753	Santa Fe, NM	58,809
Oxnard-Ventura, CA	68,070	New York, NY	58,761
Hartford-New Britain-Middletown-Bristol, CT	67,205	Los Angeles-Long Beach, CA	58,616
Monmouth-Ocean, NJ	66,878	Salinas-Seaside-Monterey, CA	58,223
Aurora-Elgin, IL	66,562	Wilmington, DE	58,130
San Francisco, CA	66,287	Jersey City, NJ	58,074
Boston-Lawrence-Salem-Lowell-Brockton, MA	65,384	Iowa City, IA	58,044
Manchester-Nashua, NH	64,550	Denver, CO	57,970
Oakland, CA	64,305	Burlington, VT	57,690
Joliet, IL	63,073	West Palm Beach-Boca Raton-Delray Beach, FL	57,481
Portsmouth-Dover-Rochester, NH	62,166	Madison, WI	57,333
Chicago, IL	62,021	Worcester-Fitchburg-Leominster, MA	56,781
Houston, TX	61,800	Raleigh-Durham, NC	56,622
		1996 U.S. AVERAGE	**$51,929**

SOURCE: *Sales & Marketing Management 1992 Survey of Media Markets*

Maine, smaller than both Austin and Des Moines in terms of total households, but possessing a substantially higher retail sales ratio. With fewer households spending proportionately more retail dollars, this analysis shows Portland to be the market with the best potential when it comes to converting advertising expenditures to sales revenues.

Armed with these additional insights into the comparative appeal of these markets, ad dollars can now be allocated according to the relative strength of local retail spending rather than population alone. Using this kind of measure, Portland-Poland Springs would receive a larger share of the ad budget than that indicated by its total population, whereas just the opposite would be true for Austin and Des Moines.

Another piece of the Survey's Media Market data that can help make ad campaigns more cost-effective is that concerning an area's racial and ethnic mix. For companies targeting black consumers, for example, a bit of quick arithmetic reveals that the 16 ADIs with black populations of 500,000 or more are home to nearly half (48.0%) of the nation's 31 million blacks but only around 36% of the population as a whole. With this kind of market concentration attainable by targeting only 16 out of 209 ADIs, it's easy to see just

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how much time and money can be saved by using these data to eliminate unnecessary coverage. In addition, these 16 markets can be further refined by examining the breakouts of metro and nonmetro counties within each area, which will tell you whether your heaviest concentrations of advertising should be aimed at the core metro area itself or at the nonmetro counties that surround it.

METRO MARKET PROJECTIONS

Savvy marketers make it their business to stay one step ahead of change, and one way they do this is by knowing what lies ahead in terms of a market's growth. To help piece together a reliable picture of the future, the *Survey of Media Markets* includes five-year projections of population, Effective Buying Income, retail sales, and the Buying Power Index for metros and their component counties, information that can be used in a number of different ways to help planners uncover areas of emerging opportunity.

Perhaps the simplest way to utilize projections is to analyze your sales coverage in markets with the highest projected population growth. By doing this, you can make sure you're in a position to take advantage of this growth by expanding your sales efforts accordingly over the next few years. Conversely, by looking at areas where projected gains are lower than the U.S. average, you can institute cutbacks in those markets that will comprise a dwindling share of U.S. potential in upcoming years.

In addition to population-based planning, household income projections can also provide a key indicator of future sales potential, since this figure underscores an area's buying power. Income data from this section of the *Survey of Media Markets* show current average household Effective Buying Income (roughly equivalent to disposable or after-tax income), as well as a five-year projection for all metro areas and their component counties. By calculating the percentage of change between these two figures, you can easily find out which markets will enjoy the fastest growth in their relative affluence over the next five years. As an illustration of how this information can be used in sales planning, let's look at the nation's 10 largest metros and their projected income growth between 1991 and 1996.

Metro	Avg. Hshld. EBI 1991	Avg. Hshld. EBI 1996	% Change 1991-96
Los Angeles-Long Beach	[illegible]	[illegible]	[illegible]
New York	[illegible]	[illegible]	[illegible]
Chicago	[illegible]	[illegible]	[illegible]
Philadelphia	[illegible]	[illegible]	30.1
Detroit	42,461	54,932	29.4
Washington	[illegible]	[illegible]	[illegible]
Boston-Lawrence-Salem-Lowell-Brockton	[illegible]	[illegible]	31.1
Houston	[illegible]	[illegible]	[illegible]
Atlanta	[illegible]	[illegible]	[illegible]
Riverside-San Bernardino	[illegible]	[illegible]	[illegible]
U.S. Average	**$39,806**	**$51,929**	**30.5%**

As we can see, only three of these metros are projected to post income growth rates higher than that for the nation as a whole, while the other seven will grow more slowly. With this kind of information in hand, adjustments can be made to your marketing plans that take these changes into account, allowing you to increase your marketing efforts proportionately in those areas where income growth will be above average. Of course, this is not to say that other markets should be ignored simply because they're projected to increase at less than the national average, but as an indicator of relative change, these data will help you produce a ranking of markets that shows you which ones offer the best potential. ➤

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SURVEY HIGHLIGHT

Tomorrow's Fastest-Growing Markets: Population Growth Rates, 1991-96

METRO	% GROWTH 1991-96	1996 POPULATION
Las Vegas, NV	20.6%	986,000
Bakersfield, CA	16.7	678,400
Fresno, CA	16.5	826,200
Naples, FL	16.5	191,100
Riverside-San Bernardino, CA	16.3	3,284,200
Yuba City, CA	16.3	150,100
Fort Myers-Cape Coral, FL	15.4	412,000
McAllen-Edinburg-Mission, TX	15.2	467,200
West Palm Beach-Boca Raton-Delray Beach, FL	15.2	1,067,800
Vancouver, WA	15.0	287,700
Fort Pierce, FL	14.9	307,100
Ocala, FL	14.8	236,900
Redding, CA	14.8	179,500
Orlando, FL	14.5	1,304,400
Visalia-Tulare-Porterville, CA	14.2	374,700
Las Cruces, NM	14.1	162,700
Sacramento, CA	13.9	1,787,600
Fort Collins-Loveland, CO	13.5	223,000
Merced, CA	13.0	211,000
Atlanta, GA	12.9	3,391,500
Bremerton, WA	12.9	225,200
Laredo, TX	12.9	157,100
Modesto, CA	12.9	445,500
Melbourne-Titusville-Palm Bay, FL	12.7	473,000
Chico, CA	12.4	213,600
U.S. AVERAGE/TOTAL	**5.0%**	**266,206,500**

SOURCE: Sales & Marketing Management, *1992 Survey of Media Markets.*

Taking this example one step further, we can then construct an **Income Growth Index** (IGI) that shows the relative position of markets in terms of their projected income growth. This is done by simply dividing a metro's percent change figure by the comparable U.S. average. Here we'll look at three different metros with similar 1991 average household income figures that turn out to have markedly different IGIs:

Metro	1991 Income	% Change 1991-96	IGI
Austin	[illegible]	[illegible]	[illegible]
Phoenix	[illegible]	[illegible]	[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]

Here we see that both Austin and Indianapolis are projected to have higher income growth than the nation as a whole over the next five years since their percent change figures are above the U.S. average of 30.5% (or 100 on the Income Growth Index scale). And even though these three metros are starting from roughly the same point in terms of current income, their projected rates of increase show a variance.

Similar calculations can also be performed using either total retail sales data (another of the basic components in the Survey's projections) or the five-year change in the Buying Power Index (BPI), which shows each market's share of potential U.S. purchasing power. The BPI is often used to chart area activity relative to other markets or to the U.S. as a whole, and for more information on how this figure is calculated, turn to the Definition of Terms in this section, or to the Survey Highlight entitled "How to Construct a Custom BPI" on page 13.

MERCHANDISE LINE SALES

The data in this section pertain to the dollars spent on specific products purchased from a wide variety of retail sources. These figures are markedly different from those for retail sales by store group, which show sales for a particular type of store rather than a product category sold within that store.

The distinction is an important one, because in today's changing retail environment, cross-merchandising has become the rule rather than the exception. With retailers taking on more and more nontraditional product lines, this means that store groups have less correlation with the particular product category historically associated with them (i.e., food stores are selling a lot more than just groceries).

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SURVEY HIGHLIGHT

The Rise and Fall of State Buying Power, 1991-96:

The Gainers ...

STATE	1991 BPI	1996 BPI	NET GAIN
Texas	6.6717	7.0021	+ .3304
Florida	5.4837	5.8118	+ .3281
Arizona	1.3978	1.4965	+ .0987
California	12.6608	12.7469	+ .0861
Colorado	1.3684	1.4392	+ .0708
Oregon	1.1470	1.2162	+ .0692
Washington	2.0592	2.1263	+ .0671
Minnesota	1.7865	1.8415	+ .0550
Nevada	.5242	.5723	+ .0481
Louisiana	1.4910	1.5268	+ .0358
South Carolina	1.2514	1.2838	+ .0324
Tennessee	1.7989	1.8303	+ .0314
Georgia	2.4916	2.5161	+ .0245
Utah	.5842	.6087	+ .0245
Hawaii	.5312	.5511	+ .0199
Alaska	.2594	.2765	+ .0171
Kentucky	1.2868	1.3021	+ .0153
North Carolina	2.4717	2.4868	+ .0151
New Mexico	.5260	.5408	+ .0148
Indiana	2.1074	2.1210	+ .0136
Idaho	.3548	.3660	+ .0112
Arkansas	.8105	.8189	+ .0084
Wyoming	.1646	.1707	+ .0061
Montana	.2911	.2957	+ .0046
South Dakota	.2619	.2650	+ .0031
Kansas	.9621	.9637	+ .0016
North Dakota	.2343	.2354	+ .0011
Oklahoma	1.0786	1.0797	+ .0011
Nebraska	.6012	.6020	+ .0008

... and the Losers

STATE	1991 BPI	1996 BPI	NET LOSS
New York	7.4575	7.0510	- .4065
Pennsylvania	4.6653	4.4216	- .2437
New Jersey	3.7379	3.5853	- .1526
Illinois	4.8229	4.7129	- .1100
Massachusettes	2.7376	2.6447	- .0929
Connecticut	1.5845	1.4923	- .0922
Michigan	3.6620	3.5753	- .0867
Maryland	2.0884	2.0340	- .0544
Missouri	1.9700	1.9354	- .0346
Ohio	4.1514	4.1170	- .0344
Washington, DC	.2508	.2284	- .0224
Wisconsin	1.8975	1.8774	- .0201
Virginia	2.5765	2.5574	- .0191
Alabama	1.4153	1.3976	- .0177
Rhode Island	.3848	.3686	- .0162
Maine	.4896	.4767	- .0129
Vermont	.2229	.2166	- .0063
New Hampshire	.5270	.5221	- .0049
Iowa	1.0456	1.0425	- .0031
West Virginia	.5737	.5724	- .0013
Delaware	.2938	.2918	- .0002
Mississippi	.7861	.7851	- .0001

SOURCE: Sales & Marketing Management, *1992 Survey of Media Markets*

figures are based on a single product category, they tend to provide a more accurate indication of a product's market potential than store group totals, which are not product-specific. Using food stores as an example, sales for this category totaled $370.3 billion in 1991, while purchases of groceries and other foods came to $304.2 billion.

The difference between these two figures may not seem all that significant at the national level, but it can be critical when applied to individual metro markets. Suffice it to say that the more precise information a marketer has for estimating individual product potential, the more reliable the calculations of his or her own sales potential will be—which translates to more equitable quotas for the sales force.

For example, if we look at food store sales and grocery sales for three different markets, we see that not all metros possess the same ratio of merchandise-line-to-store-group (ML/SG) sales.

Metro	Food Stores ($ Mil.)	Groceries ($ Mil.)	ML/SG Ratio
Waco	[illegible]	[illegible]	[illegible]
Ocala	[illegible]	[illegible]	[illegible]
Yakima	[illegible]	[illegible]	[illegible]

Even though the difference between food store sales in these markets is less than 1%, the share of sales accounted for by groceries varies widely, particularly in the case of Waco. Here, a marketer of groceries and other food products might seriously overestimate Waco's potential by looking only at food store sales—while at the same time underestimating Ocala's share of the market. By charting grocery sales rather than food store sales—and constructing a sales ratio for each targeted market—a more realistic picture of sales potential emerges that reflects the actual sales for the merchandise line in question.

Another example of the sharper insights that can be gained from looking at merchandise line sales is shown by the following analysis of four markets that have nearly identical levels of furniture/home furnishing/appliance (F/H/A) store sales but different levels of major household appliance sales (just one of the many merchandise lines sold through this channel of distribution).

Metro	F/H/A Stores ($ Mil.)	Major Hsld. Appliances ($ Mil.)
Springfield	[illegible]	$22.8
Killeen-Temple	[illegible]	20.3
Champaign-Urbana-Rantoul	[illegible]	18.1
Fort Walton Beach	[illegible]	17.0

As we can see from these figures, the difference between major household appliance sales in Fort Walton

Beach ($17.0 million) and Springfield ($22.8 million) is considerable, presenting a different picture of these markets than their similar F/H/A store sales figures do. For a marketer of refrigerators, air conditioners, or garbage disposals, this information could spell the difference between success and failure when approaching these markets. In addition, it also shows the relative importance (or lack thereof) of F/H/A stores in the overall mix of major household appliance sales, the direct result of more and more appliances being purchased in other types of retail outlets such as department stores, discount stores, and variety stores.

Further refinement of these figures can be carried out by factoring in sales for other related merchandise lines, and if you happen to be selling furniture and sleep equipment, you may want to add a third column to these figures that shows sales in this category:

Metro	F/H/A Stores ($ Mil.)	Major Hshld. Appl. ($ Mil.)	Furn. & Sleep Equip. ($ Mil.)
Springfield	[illegible]	$22.8	[illegible]
Killeen-Temple	[illegible]	[illegible]	[illegible]
Champaign-Urbana-Rantoul	[illegible]	[illegible]	24.2
Fort Walton Beach	[illegible]	17.0	[illegible]

Here, we see that furniture and sleep equipment sales account for a greater share of F/H/A store sales than household appliances; in the case of Fort Walton Beach, the figure is much higher. By contextualizing this kind of sales information, a marketer can better evaluate a market before allocating salespeople and advertising expenditures to an area, fine-tuning the data to be sure that such investments are made equitably. ❖

Let Us Hear From You

Many of the improvements and additions to S&MM's survey issues are a direct result of comments and suggestions we have received from our subscribers over the years. Such changes confirm *Sales & Marketing Management*'s commitment to provide our readers with the information they need to achieve greater sophistication and precision in analysis and planning.

Any questions, ideas, or suggestions you may have should be addressed to the Editorial Director for Surveys, *Sales & Marketing Management*, 633 Third Ave., New York, NY 10017.

SURVEY HIGHLIGHT

Tomorrow's Negative-Growth Markets: Rates of Decline, 1991-96

METRO	% DECLINE 1991-96	1996 POPULATION
Dubuque, IA	−1.5%	84,700
Lynchburg, VA	−1.5	140,100
Steubenville-Weirton, OH-WV	−1.6	138,600
Binghamton, NY	−1.7	259,600
Casper, WY	−1.7	59,100
Terre Haute, IN	−2.0	127,400
Jersey City, NJ	−2.2	536,800
Beaumont-Port Arthur, TX	−2.3	349,500
Wheeling, WV	−2.3	153,500
Beaver County, PA	−2.5	179,600
Pittsburg, PA	−2.6	1,984,100
Utica-Rome, NY	−2.7	307,700
St. Joseph, MO	−2.8	80,400
Sharon, PA	−2.8	116,500
Jamestown-Dunkirk, NY	−3.0	136,600
Davenport-Rock Island-Moline, IA-IL	−3.2	335,300
Waterloo-Cedar Falls, IA	−3.2	140,600
Albany, GA	−3.3	108,000
Duluth, MN	−3.3	229,200
Johnstown, PA	−3.4	230,100
Danville, VA	−3.6	103,700
Pittsfield, MA	−3.9	132,600
Decatur, IL	−4.3	110,400
Odessa, TX	−4.4	112,100
Enid, OK	−6.8	51,100
U.S. AVERAGE/TOTAL	**+5.0%**	**266,206,500**

SOURCE: Sales & Marketing Management, *1992 Survey of Media Markets.*

SURVEY HIGHLIGHT

S&MM Media Markets With The Most Children Aged 2 to 11

MEDIA MARKET (ADI)	POPULATION AGED 2-11	% POP. AGED 2-11
New York	2,402,700	12.8%
Los Angeles	2,267,600	12.7
Chicago	1,252,500	14.8
Philadelphia	997,500	13.8
San Francisco	804,700	13.2
Dallas-Fort Worth	745,500	15.6
Boston	743,200	12.9
Houston	677,500	16.5
Detroit	677,100	14.4
Washington, DC	658,500	13.6
Minneapolis-St. Paul	586,300	15.8
Atlanta	574,800	14.6
Cleveland	537,700	14.3
Seattle-Tacoma	535,400	14.7
Sacramento-Stockton	488,000	16.2
St. Louis	445,900	15.1
Miami-Ft. Lauderdale	429,600	12.8
Phoenix	419,800	15.3
Salt Lake City	399,400	21.0
Denver	396,700	15.1
Pittsburgh	370,600	12.6
San Diego	368,600	14.2
Baltimore	365,200	14.0
Tampa-St. Petersburg	352,500	11.8
Portland	347,900	14.8
Indianapolis	334,800	14.4

SOURCE: Sales & Marketing Management, *1992 Survey of Media Markets.*

SURVEY HIGHLIGHT

How to Construct a Custom BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the Survey's data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the Survey.

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the Survey's three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogs, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the Survey offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A-B-C**). In this example, the Demographic component (**A**) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/EBIs \$35,000+}}{\text{U.S. Hshlds. w/EBIs \$35,000+}} = Y\%$$

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000.)*

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

***Note:** *If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.*

SAMPLE TABLES FROM THE SURVEY OF MEDIA MARKETS

SECTION II
Media Market Profiles

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
ALABAMA													
ANNISTON	**116.7**	**43.1**	**22.0**	**1.3**	**15.9**	**10.4**	**14.4**	**17.8**	**24.4**	**30.6**	**1,324,133**	**734,327**	**.0390**
metropolitan	116.7	43.1	22.0	1.3	15.9	10.4	14.4	17.8	24.4	30.6	1,324,133	734,327	.0390
BIRMINGHAM	**1,382.4**	**523.2**	**330.1**	**5.1**	**197.2**	**119.5**	**131.6**	**214.6**	**295.6**	**383.3**	**17,453,902**	**8,941,524**	**.4900**
metropolitan	1,016.9	387.8	262.5	3.9	144.3	85.0	96.9	162.8	221.1	276.7	13,766,857	7,308,041	.3853
nonmetropolitan	365.5	135.4	67.6	1.2	52.9	34.5	34.7	51.8	74.5	106.6	3,687,045	1,633,483	.1047

SECTION III
1996 Projections

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	1996	1991	1996
ALABAMA															
ANNISTON	**116.7**	**117.6**	**.8**	**43.7**	**1.4**	**1,808,686**	**36.6**	**30,722**	**41,389**	**929,620**	**26.6**	**17,038**	**21,273**	**.0390**	**.0376**
Calhoun	116.7	117.6	.8	43.7	1.4	1,808,686	36.6	30,722	41,389	929,620	26.6	17,038	21,273	.0390	.0376
BIRMINGHAM	**917.1**	**943.6**	**2.9**	**363.2**	**4.0**	**17,920,967**	**41.4**	**36,311**	**49,342**	**8,450,205**	**26.9**	**19,081**	**23,266**	**.3522**	**.3474**
Blount	39.7	41.1	3.5	15.3	3.4	505,846	23.7	27,627	33,062	192,409	29.5	10,039	12,576	.0112	.0103
Jefferson	652.3	654.2	.3	255.7	1.5	12,709,266	38.3	36,459	49,704	6,886,231	25.3	21,815	26,931	.2652	.2561
St. Clair	52.2	59.1	13.2	21.2	14.6	958,963	57.6	32,887	45,234	293,722	50.8	10,532	13,855	.0155	.0173
Shelby	105.0	120.5	14.8	44.7	17.3	2,764,211	58.2	45,858	61,839	495,894	37.8	9,442	11,094	.0376	.0420
Walker	67.9	68.7	1.2	26.3	2.3	982,681	35.7	28,174	37,364	581,950	26.4	17,913	22,127	.0227	.0217

SECTION IV
1991 Regional and State Summaries of Merchandise Line Sales

S&MM ESTIMATES

REGION State	GROCERIES & OTHER FOODS		DRUGS & HEALTH & BEAUTY AIDS		WOMEN'S & GIRLS' CLOTHING		MEN'S & BOYS' CLOTHING		FOOTWEAR		MAJOR HOUSEHOLD APPLIANCES		FURNITURE & SLEEP EQUIPMENT	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)
NEW ENGLAND	**18,902,374**	**17,856,395**	**4,679,752**	**3,156,589**	**5,973,167**	**2,991,380**	**2,998,349**	**1,125,691**	**1,442,840**	**984,713**	**1,191,616**	**497,271**	**1,978,320**	**1,499,251**
Connecticut	4,395,857	4,186,210	1,130,773	714,211	1,433,828	757,603	691,313	281,369	354,704	264,709	293,972	161,289	553,522	416,999
Maine	1,695,105	1,578,948	388,871	232,322	442,780	159,961	334,958	68,571	190,047	73,784	109,333	48,731	128,955	95,613
Massachusetts	8,903,463	8,444,539	2,289,149	1,617,534	3,105,985	1,588,769	1,449,854	568,992	660,555	473,077	523,490	196,474	947,516	720,414
New Hampshire	1,863,660	1,745,670	368,815	234,322	484,326	213,957	245,188	102,312	118,580	89,398	148,539	58,462	177,002	131,766
Rhode Island	1,211,989	1,138,034	338,276	256,943	344,411	186,812	176,314	80,006	81,200	58,596	80,108	16,653	108,646	80,814
Vermont	832,300	762,994	163,868	101,257	161,837	84,278	100,722	24,441	37,754	25,149	36,174	15,662	62,679	53,645
MIDDLE ATLANTIC	**49,385,930**	**47,227,354**	**13,760,785**	**8,695,220**	**17,635,204**	**9,276,364**	**8,417,529**	**3,354,886**	**4,341,790**	**3,276,379**	**3,124,702**	**1,626,767**	**5,852,755**	**4,404,285**
New Jersey	11,522,565	11,162,613	3,117,733	1,794,088	4,385,897	2,419,237	1,939,521	774,455	1,043,076	778,465	701,750	361,875	1,590,154	1,239,865

DEFINITION OF TERMS IN THE SURVEY OF MEDIA MARKETS

ADI - AREA OF DOMINANT INFLUENCE: This is the formal term for what is more commonly known as a TV or broadcast market, or what is referred to in the Survey as an S&MM Media Market. Definitions for ADIs are supplied by Arbitron, the Control Data subsidiary that generates ratings for broadcast programming. Basically, ADIs are selected by totaling the viewer hours of TV stations whose signals reach a particular county, with total hours then converted to a percentage share of all viewing hours. The name of an ADI is assigned according to the market of origin of the station(s) with the largest share of viewer hours, and all counties whose largest viewer share is given to stations in that same market of origin are grouped together under that particular ADI.

NOTE: Because of the more nebulous reach of broadcast signals, ADIs don't always conform to whole-county geography like metro markets or newspaper markets. In certain cases, Arbitron splits counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single ADI, thus eliminating any geographic overlap. ADI data in the *Survey of Media Markets* cover all U.S. states, with the exception of Alaska and Hawaii. Also, the metropolitan and/or nonmetropolitan breakouts that are shown for each Media Market are based on U.S. Census Bureau criteria that identify individual counties as being part of a designated metropolitan or nonmetropolitan area, conforming to the definitions used in the August *Survey of Buying Power.*

APPAREL STORES: The Regional and State Summaries of Merchandise Line Sales on page 88 show sales for seven different merchandise lines. For two of these categories—Women's & Girls' Clothing and Footwear—sales are broken out for All Stores and also for Apparel Stores, the major channel of distribution (dollar-wise) for these merchandise lines. By definition, Apparel Stores include establishments primarily engaged in selling new clothing; shoes; hats; underwear; and related articles. They also encompass children's and infants' wear stores; bridal shops; furriers; handbag stores; lingerie stores; custom tailors; and sports apparel stores.

AUDIO EQUIPMENT, MUSICAL INSTRUMENT, AND SUPPLY SALES: This Merchandise Line Sales ranking table in Section IV shows total combined metro area sales of items such as radios; record players; tape recorders; components; parts & accessories; tapes; records; compact disks; sheet music; and all types of musical instruments. (See Merchandise Line Sales.)

AVERAGE HOUSEHOLD EBI: This figure from the Metro Market Projections in Section III shows current (1991) and projected (1996) Effective Buying Income on a per-household basis for all metro markets and their component counties. Average Household EBI is calculated by dividing the total number of households into total EBI for a given geographic area.

This figure is markedly different than the Median Household EBI figure reported in the August *Survey of Buying Power.* Because total EBI includes incomes of college, military, and other institutional-style populations housed in group quarters not considered households, a per-household average credits households with income from these groups that is not really theirs. (See Effective Buying Income.)

BLACK POPULATION: These figures in the Media Market Profiles (Section II) are updated from the 1990 Census of Population and Housing. Basically, they constitute a head-count estimate of persons who consider themselves members of the black race and who lived in a designated Media Market at the end of that year. Estimated totals are as of 12/31/91.

BUYING POWER INDEX (BPI): A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (U.S. = 100.0000). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or media market. The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices.

NOTE: The farther a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the Survey Highlights in Section I.

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, a CMSA is a large "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs.

Although the *Survey of Media Markets* reports aggregate statistics for CMSAs in Section III (Metro Market Projections), such markets are not included in the Merchandise Line Sales rankings for metro markets in Section IV, since CMSAs are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan Statistical Area and Primary Metropolitan Statistical Area.)

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,140 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The Metro Market Projections in Section III of the *Survey of Media Markets* follow county boundaries as defined by the 1990 Census of Population, with the following exception: Denali Borough, AK, was created from the Yukon-Koyukuk Census Area in late 1990.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and boroughs are utilized. The District of Columbia (Washington, DC) is treated as a single county, and in the state of Virginia, all cities are by law independent of counties, with the Survey treating them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are considered independent cities.

DEPARTMENT STORES: The Regional and State Summaries of Merchandise Line Sales on page 88 show sales for seven different merchandise lines. For one of these categories—Men's and Boys' Clothing—sales are broken out for All Stores and also for Department Stores, the major channel of distribution (dollarwise) for this merchandise line. By definition, a Department Store is an establishment that employs 50 or more people and has combined sales of soft goods and apparel totalling at least 20% of all sales. Furthermore, the establishment must sell minimum amounts of 1) furniture, home furnishings, appliances, radios, and TV sets; 2) a general line of apparel; and 3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria.

DRUG AND HEALTH & BEAUTY AID SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of proprietary drugs, health aids, cosmetics, and other personal hygiene products, and should not be confused with sales for Drugstores, which pertain to *all* types of merchandise sold within that particular store group. (See Merchandise Line Sales.)

DRUGSTORES: This store group category is found in the Regional and State Summaries of Merchandise Line Sales in Section IV. Drugstores are listed as the major channel of distribution for Drugs and Health & Beauty Aids, one of the seven merchandise lines shown in the Regional and State Summaries table on page 88 Here, D&H&BA sales in Drugstores are shown as a subgroup of sales in All Stores.

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as all personal income less personal tax and non-tax payments—a number often referred to as disposable or "after-tax" income.

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

FOOD STORES: In Section IV, Food Stores appear as a subgroup of All Stores, showing sales for the Groceries and Other Foods merchandise line in this major channel of distribution.

FOOTWEAR SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking

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table in Section IV.

This category includes sales of women's and girls' footwear; men's and boys' footwear; children's footwear; and footwear accessories; infants' and toddlers' footwear are not included in this category. (See Merchandise Line Sales.)

F/H/A - FURNITURE/HOME FURNISHING/APPLIANCE STORES: In Section IV, F/H/A Stores are shown as a major channel of distribution for the merchandise line categories of Major Household Appliances and Furniture and Sleep Equipment. Figures here pertain to sales for these merchandise lines as a subgroup of sales in All Stores. (See Retail Sales by Store Group.)

FURNITURE AND SLEEP EQUIPMENT SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture, including outdoor and office furniture. (See Merchandise Line Sales.)

GROCERY AND OTHER FOOD SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods purchased primarily for home consumption. Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included in this category. (See Merchandise Line Sales.)

HISPANIC POPULATION: These figures, listed in the Media Market Profiles (Section II), are updated from the 1990 Census of Population and Housing. Basically, they constitute a head count of all persons who consider themselves of Spanish or Hispanic origin or descent who lived in a designated Media Market at the end of that year. Currently, the largest subgroups in this category include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Estimated totals are as of 12/31/91.

HOME COMPUTER AND CALCULATOR SALES: This Merchandise Line Sales ranking table in Section IV shows total combined metro area sales of such things as home computers; prerecorded software; diskettes; computer games; parts and accessories; calculators; and other miscellaneous electronics sold in retail outlets. Catalog and direct sales of any of these items from manufacturers are not included. (See Merchandise Line Sales.)

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1990 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include those living in group quarters such as institutions, college dormitories, military barracks, hospitals, and nursing homes.

NOTE: Although the total population of a given geographic area will include those people residing in group quarters, household totals do not,

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Tampa

Atlanta

Honolulu
Maui

Chicago
Lisle
Northbrook
Oakbrook
Rolling Meadows
Schaumburg

Indianapolis

Baltimore

Boston
Cambridge
Framingham

Livonia
Detroit

St. Louis

Bedminster
Metropark
(Iselin)
Mountain Lakes
Princeton
Saddle Brook

Buffalo
New York
Rye

Cincinnati
Cleveland
Columbus
Independence
North Olmsted
Worthington

Portland

Philadelphia
Pittsburgh

Corpus Christi
Dallas
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which means that calculations of per-household income and retail sales may not adequately reflect an area's true residential makeup.

MAJOR HOUSEHOLD APPLIANCE SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of such items as kitchen appliances, laundry appliances, and other major household appliances. (See Merchandise Line Sales.)

MEN'S AND BOYS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of men's, boys', young men's, and students' clothing and accessories; overcoats, topcoats, rainwear, and outerwear; suits, sports coats, formal wear, and tailored slacks; jeans and casual slacks; career apparel and work clothes; shirts and sweaters; hosiery, pajamas, robes, and underwear; sportswear; and other accessories. (See Merchandise Line Sales.)

MERCHANDISE LINE SALES: Data for the 10 merchandise line categories shown in Section IV pertain to total sales of a particular type of product, which can be sold in any number of different store groups. For example, if the dollar sales for Groceries and Other Foods sold in food stores, restaurants, department store lunch counters, snack bars, vending machines, and other related channels of distribution were aggregated, the resulting figure would represent sales for the Groceries and Other Foods merchandise line.

Because of this distinction, merchandise line sales should not be confused with store group sales, which pertain to the business volume of a particular type of retail outlet, such as Food Stores. Remember, food stores sell a lot more than just food, particularly in these days of massive cross-merchandising. In this kind of scrambled retail environment, merchandise line sales provide a more realistic estimate of a product's market share than that indicated by store group sales figures.

In addition to the Metro Market Ranking tables for each of these 10 categories, the Regional and State Summaries of Merchandise Line Sales table at the beginning of Section V shows dollar sales for seven individual merchandise lines in two contexts: All Stores and a leading store type associated with that product classification. The merchandise lines and their dominant store types are: Groceries and Other Foods in ***Food Stores***; Drugs and Health & Beauty Aids in ***Drugstores***; Women's and Girls' Clothing in ***Apparel Stores***; Men's and Boys' Clothing in ***Department Stores***; Footwear in ***Apparel Stores***; Major Household Appliances in ***Furniture Home Furnishing Appliance Stores***; and Furniture and Sleep Equipment in ***Furniture HomeFurnishing Appliance Stores.***

NOTE: The merchandise line sales statistics in this year's *Survey of Media Markets* are based on newly published benchmark data from the 1987 Census of Retail Trade. Prior to last year, merchandise line sales figures reported in the Survey were based on data from the 1982 CRT. Naturally, whenever such an adjustment is made, trend lines are often skewed, a fact that readers should keep in mind when comparing merchandise line sales from this year's Survey to those from prior years.

METROPOLITAN STATISTICAL AREA (MSA): The metro area definitions used in S&MM's survey issues are based on the Census Bureau's system of metropolitan area designation, incorporating any updates to the system announced since 1980.

One of the most important changes to this system was the 1983 elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by two separate but related classifications: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). A third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties (which form the geographic boundaries of all MSAs and PMSAs).

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro-area definitions. Under the 1983 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

MSAs and PMSAs are defined in

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terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition, due to the lack of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography for the dissemination of data.

The Metro Market rankings in Section IV (Merchandise Line Sales) ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in the Metro Market Projections in Section III, they are not listed in the rankings in Section IV, since they are, by definition, made up of groups of existing metros.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, *listings in the Survey of Media Markets do not include recent metro-area changes effected through legislation.* Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County, which was added through legislation in 1987.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

PERCENT CHANGE: In the Metro Market Projections in Section III, a percentage change figure is included that shows the increase (or decrease) in total population, total households, total EBI, and total retail sales between 1991 and 1996. This percentage covers the whole five-year period, although an average annual rate of change can be calculated by dividing this figure by five.

POPULATION: Updated from the Census Bureau's 1990 Census of Population and Housing, Total Population is a headcount estimate of all people living in a given geographic area as of December 31, 1991. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: The Media Market data in Section II show six separate age group breakouts that correspond to the major life-cycle stages of the population. For example, the 18-24-year-old age group represents the average household-forming stage; 25-34-year-olds the prime Baby Boom demographic; and the 50-and-over segment the rapidly growing retirement and elderly market. The figures shown reflect the share of total population accounted for by each group, and by adding the six figures and subtracting that total from an area's total population, the number of babies and infants (the population under age 2) can also be calculated.

PRIMARY METROPOLIATN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs. (See Metropolitan Statistical Area.)

RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) from all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not.

Retail sales totals in the *Survey of Media Markets* are updated from 1987 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges.

Also, total Retail Sales Figures in this year's *Survey of Media Markets* reflect the inclusion of Census-based data for *non-employer retailers.* This information, which refers to retail stores with no paid employees, was not available when the 1987 Census of Retail Trade benchmark figures were originally incorporated.

NOTE: Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

RETAIL SALES PER HOUSEHOLD: These figures can be found in the Metro Market Projections in Section III, with both a current (1991) total and a projected (1996) total shown for each region, state, metro, and metro county. Retail sales per household is calculated by dividing total households into total retail sales.

NOTE: Because household counts are directly assignable to a particular geographic area and retail sales figures are not (due to local purchases by nonresidents), this number is not as reliable an indicator of area purchasing power as Effective Buying Income or the Buying Power Index. (See Retail Sales.)

TELEVISION, VCR, AND TAPE SALES: This Merchandise Line Sales ranking table in Section IV shows total combined metro area sales of such items as televisions; video recorders; videotapes; and parts and accessories. (See Merchandise Line Sales.)

TOTAL METRO COUNTIES: This figure from the Metro Market Projections in Section III shows the aggregate total for all component counties of a state's designated metro areas. When charted against comparable state totals, a better feel for the mix between metro and nonmetro concentrations of population, income, and retail sales can be gained.

WOMEN'S AND GIRLS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses' and juniors' furs; dresses; casual coats, jackets, rainwear, and active sportswear; women's hosiery, bras, girdles, and foundations; women's, misses' and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats and trimmings; and other women's accessories. (See Merchandise Line Sales.) ❖

SECTION II:

MEDIA MARKET PROFILES

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Alphabetical Listing of S&MM Media Markets (also showing each county's % share of total households)

ABILENE-SWEETWATER, TEX.— **Brown** 12.1, **Callahan** 4.3, **Coleman** 3.7, **Eastland** 6.6, **Fisher** 1.8, **Haskell** 2.5, **Jones** 5.6, **Mitchell** 2.6, **Nolan** 5.6, **Runnels** 4.0, **Scurry** 5.7, **Shackelford** 1.2, **Stephens** 3.1, **Stonewall** 0.7, **Taylor** 40.2. **Tot. Hslds.: 106,400.**

ALBANY, GA.— **Atkinson** 1.7, **Baker** 1.0, **Ben Hill** 4.6, **Berrien** 4.0, **Calhoun** 1.4, **Coffee** 8.3, **Colquitt** 10.0, **Cook** 3.7, **Crisp** 5.6, **Dougherty** 26.0, **Irwin** 2.4, **Lanier** 1.5, **Lee** 4.2, **Mitchell** 5.3, **Terrell** 2.9, **Tift** 9.6, **Turner** 2.3, **Worth** 5.4. **Tot. Hslds.: 128,000.**

ALBANY-SCHENECTADY-TROY, N.Y.— **MASS.: Berkshire** 10.6, **N.Y.: Albany** 22.8, **Columbia** 4.7, **Fulton** 4.1, **Greene** 3.3, **Hamilton** 0.4, **Montgomery** 4.0, **Rensselaer** 11.3, **Saratoga** 13.7, **Schenectady** 11.6, **Schoharie** 2.3, **Warren** 4.5, **Washington** 4.1, **VT.: Bennington** 2.7. **Tot. Hslds.: 510,800.**

ALBUQUERQUE, N.M.— **ARIZ.: Apache (northern portion)** 2.3, **COLO.: Alamosa** 0.9, **Archuleta** 0.4, **Conejos** 0.5, **Costilla** 0.2, **Montezuma** 1.3, **Rio Grande** 0.8, **Saguache** 0.3, **N.M.: Bernalillo** 37.1, **Catron** 0.2, **Chaves** 3.9, **Cibola** 1.4, **Colfax** 0.9, **De Baca** 0.2, **Eddy** 3.3, **Grant** 1.9, **Guadalupe** 0.3, **Harding** 0.1, **Hidalgo** 0.4, **Lea (northern portion)** 3.2, **Lincoln** 0.9, **Los Alamos** 1.4, **Luna** 1.3, **McKinley** 3.7, **Mora** 0.3, **Otero** 3.5, **Rio Arriba** 2.2, **Roosevelt** 1.1, **Sandoval** 4.4, **San Juan** 5.5, **San Miguel** 1.7, **Santa Fe** 7.5, **Sierra** 0.9, **Socorro** 1.0, **Taos** 1.7, **Torrance** 0.8, **Valencia** 3.1. **Tot. Hslds.: 525,900.**

ALEXANDRIA, LA.— **Avoyelles** 15.7, **Grant** 7.5, **Rapides** 53.8, **Vernon** 23.0. **Tot. Hslds.: 85,900.**

ALPENA, MICH.— **Alcona** 26.7, **Alpena** 73.3. **Tot. Hslds.: 16,100.**

AMARILLO, TEX.— **N.M.: Curry** 9.0, **Quay** 2.5, **Union** 1.0, **OKLA.: Cimarron** 0.6, **Texas** 3.6, **TEX.: Armstrong** 0.5, **Briscoe** 0.5, **Carson** 1.4, **Castro** 1.7, **Childress** 1.4, **Collingsworth** 0.8, **Cottle** 0.5, **Dallam** 1.3, **Deaf Smith** 3.6, **Donley** 0.9, **Gray** 5.5, **Hall** 1.0, **Hansford** 1.3, **Hartley** 0.8, **Hemphill** 0.8, **Hutchinson** 5.5, **Lipscomb** 0.7, **Moore** 3.6, **Ochiltree** 1.8, **Oldham** 0.4, **Parmer** 1.9, **Potter** 21.9, **Randall** 21.4, **Roberts** 0.2, **Sherman** 0.6, **Swisher** 1.7, **Wheeler** 1.3. **Tot. Hslds.: 168,000.**

ANNISTON, ALA.— **Calhoun** 100.0. **Tot. Hslds.: 43,100.**

ARDMORE-ADA, OKLA.— **Atoka** 6.3, **Bryan** 18.0, **Carter** 23.1, **Choctaw** 8.6, **Coal** 3.2, **Johnston** 5.3, **Love** 4.2, **Marshall** 6.2, **Pontotoc** 19.0, **Pushmataha** 6.0. **Tot. Hslds.: 71,100.**

ATLANTA, GA.— **ALA.: Randolph** 0.5, **GA.: Banks** 0.3, **Barrow** 0.8, **Bartow** 1.5, **Butts** 0.3, **Carroll** 1.8, **Chattooga** 0.6, **Cherokee** 2.4, **Clarke** 2.3, **Clayton** 4.6, **Cobb** 12.7, **Coweta** 1.4, **Dawson** 0.3, **De Kalb** 14.6, **Douglas** 1.8, **Fayette** 1.6, **Floyd** 2.1, **Forsyth** 1.2, **Fulton** 18.2, **Gilmer** 0.4, **Gordon** 0.9, **Greene** 0.3, **Gwinnett** 9.6, **Habersham** 0.7, **Hall** 2.5, **Haralson** 0.6, **Heard** 0.2, **Henry** 1.5, **Jackson** 0.6, **Jasper** 0.2, **Lamar** 0.3, **Lumpkin** 0.4, **Meriwether** 0.5, **Morgan** 0.3, **Newton** 1.0, **Oconee** 0.4, **Oglethorpe** 0.2, **Paulding** 1.1, **Pickens** 0.4, **Pike** 0.2, **Polk** 0.9, **Putnam** 0.4, **Rabun** 0.3, **Rockdale** 1.3, **Spalding** 1.4, **Towns** 0.2, **Troup** 1.4, **Union** 0.3, **Upson** 0.7, **Walton** 1.0, **White** 0.3, **N.C.: Clay** 0.2. **Tot. Hslds.: 1,460,000.**

AUGUSTA, GA.— **Burke** 3.4, **Columbia** 11.3, **Emanuel** 3.6, **Glascock** 0.4, **Hancock** 1.4, **Jefferson** 2.9, **Jenkins** 1.4, **Lincoln** 1.3, **McDuffie** 3.6, **Richmond** 33.0, **Taliaferro** 0.3, **Warren** 1.0, **Wilkes** 1.9, **S.C.: Aiken** 22.1, **Allendale** 1.6, **Bamberg** 2.7, **Barnwell** 3.4, **Edgefield** 3.2, **McCormick** 1.3. **Tot. Hslds.: 207,000.**

AUSTIN, TEX.— **Bastrop** 3.7, **Blanco** 0.7, **Burnet** 2.4, **Caldwell** 2.4, **Fayette** 2.1, **Gillespie** 1.8, **Hays** 6.2, **Lee** 1.2, **Llano** 1.4, **Mason** 0.4, **Travis** 64.0, **Williamson** 13.7. **Tot. Hslds.: 380,200.**

BAKERSFIELD, CALIF.— **Kern (western portion)** 100.0. **Tot. Hslds.: 190,200.**

BALTIMORE, MD.— **Anne Arundel** 15.8, **Baltimore** 28.4, **Baltimore city** 29.4, **Caroline** 1.1, **Carroll** 4.6, **Cecil** 2.7, **Dorchester** 1.3, **Harford** 6.9, **Howard** 7.5, **Kent** 0.7, **Queen Anne's** 1.4, **Talbot** 1.3. **Tot. Hslds.: 960,000.**

BANGOR, MAINE— **Hancock** 14.9, **Penobscot** 43.5, **Piscataquis** 5.6, **Somerset** 15.0, **Waldo** 10.1, **Washington** 10.7. **Tot. Hslds.: 126,800.**

BATON ROUGE, LA.— **Ascension** 7.8, **Assumption** 2.9, **East Baton Rouge** 56.0, **East Feliciana** 2.2, **Iberville** 3.6, **Livingston** 9.5, **Pointe Coupee** 3.0, **St. Helena** 1.3, **St. Mary** 7.0, **West Baton Rouge** 2.6, **West Feliciana** 1.1, **MISS.: Amite** 1.9, **Wilkinson** 1.3. **Tot. Hslds.: 254,000.**

BEAUMONT-PORT ARTHUR, TEX.— **Hardin** 9.5, **Jasper** 7.3, **Jefferson** 57.6, **Newton** 3.2, **Orange** 18.6, **Tyler** 3.9. **Tot. Hslds.: 156,300.**

BEND, ORE.— **Deschutes** 100.0. **Tot. Hslds.: 30,800.**

BILLINGS-HARDIN, MONT.— **Big Horn** 4.0, **Carbon** 3.7, **Custer** 5.4, **Garfield** 0.7, **Golden Valley** 0.4, **Musselshell** 1.9, **Park** 6.5, **Petroleum** 0.2, **Prairie** 0.6, **Rosebud** 4.1, **Stillwater** 3.0, **Sweet Grass** 1.5, **Treasure** 0.4, **Wheatland** 0.9, **Yellowstone** 51.9, **WYO.: Big Horn** 4.4, **Park** 10.4. **Tot. Hslds.: 85,700.**

BILOXI-GULFPORT-PASCAGOULA, MISS.— **Greene** 3.1, **Harrison** 56.6, **Jackson** 37.6, **Stone** 3.5. **Tot. Hslds.: 107,100.**

BINGHAMTON, N.Y.— **Broome** 50.7, **Chenango** 12.1, **Delaware** 11.2, **Tioga** 11.0, **PA.: Bradford** 14.1. **Tot. Hslds.: 100,300.**

BIRMINGHAM, ALA.— **Bibb** 1.1, **Blount** 2.6, **Cherokee** 1.5, **Chilton** 2.4, **Clay** 1.0, **Cleburne** 0.9, **Coosa** 0.8, **Cullman** 5.0, **Etowah** 7.4, **Fayette** 1.3, **Greene** 0.7, **Hale** 1.1, **Jefferson** 48.2, **Marion** 2.2, **Pickens** 1.4, **St. Clair** 3.5, **Shelby** 7.3, **Talladega** 5.1, **Walker** 4.9, **Winston** 1.6. **Tot. Hslds.: 623,200.**

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— **VA.: Bland** 1.6, **Tazewell** 12.5, **W.VA.: Fayette** 13.0, **Greenbrier** 10.1, **McDowell** 8.8, **Mercer** 18.3, **Monroe** 3.5, **Raleigh** 21.0, **Summers** 3.8, **Wyoming** 7.4. **Tot. Hslds.: 137,200.**

BOISE, IDA.— **Ada** 49.8, **Adams** 0.8, **Blaine** 3.6, **Boise** 0.9, **Camas** 0.2, **Canyon** 20.0, **Elmore** 4.5, **Gem** 2.8, **Owyhee** 1.8, **Payette** 4.0, **Valley** 1.6, **Washington** 2.1, **ORE.: Grant** 2.0, **Malheur** 5.8. **Tot. Hslds.: 156,300.**

BOSTON, MASS.— **Barnstable** 3.7, **Essex** 11.8, **Middlesex** 24.2, **Nantucket** 0.1, **Norfolk** 10.6, **Plymouth** 7.0, **Suffolk** 12.2, **Worcester** 12.4, **N.H.: Belknap** 0.9, **Cheshire** 1.3, **Hillsborough** 6.0, **Merrimack** 2.1, **Rockingham** 4.3, **Strafford** 1.8, **Sullivan** 0.7, **VT.: Windham** 0.8. **Tot. Hslds.: 2,141,900.**

BOWLING GREEN, KY.— **Adair** 12.6, **Butler** 9.1, **Edmonson** 8.0, **Metcalfe** 7.4, **Warren** 62.9. **Tot. Hslds.: 46,100.**

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— **KY.: Leslie** 1.7, **Letcher** 3.4, **N.C.: Avery** 1.9, **TENN.: Carter** 7.2, **Greene** 7.6, **Hawkins** 6.1, **Johnson** 1.9, **Sullivan** 20.2, **Unicoi** 2.3, **Washington** 12.8, **VA.: Bristol city** 2.6, **Buchanan** 3.8, **Dickenson** 2.2, **Lee** 3.2, **Norton city** 0.6, **Russell** 3.7, **Scott** 3.1, **Smyth** 4.3, **Washington** 6.2, **Wise** 5.1. **Tot. Hslds.: 265,100.**

BUFFALO, N.Y.— **Allegany** 2.7, **Cattaraugus** 4.9, **Chautauqua** 8.6, **Erie** 60.6, **Genesee** 3.5, **Niagara** 13.7, **Wyoming** 2.3, **PA.: McKean** 2.8, **Potter** 1.0. **Tot. Hslds.: 631,300.**

BURLINGTON-PLATTSBURGH, VT.— **N.H.: Grafton** 10.2, **N.Y.: Clinton** 10.9, **Essex** 5.0, **Franklin** 6.0, **VT.: Addison** 4.3, **Caledonia** 3.8, **Chittenden** 18.3, **Essex** 0.9, **Franklin** 5.4, **Grand Isle** 0.7, **Lamoille** 2.8, **Orange** 3.5, **Orleans** 3.3, **Rutland** 8.8, **Washington** 7.8, **Windsor** 8.1. **Tot. Hslds.: 271,700.**

BUTTE, MONT.— **Beaverhead** 6.7, **Broadwater** 2.6, **Deer Lodge** 8.1, **Gallatin** 39.3, **Jefferson** 8.1, **Madison** 4.9, **Powell** 4.5, **Silver Bow** 27.5. **Tot. Hslds.: 49,400.**

CASPER-RIVERTON, WYO.— **Converse** 9.2, **Fremont** 29.0, **Hot Springs** 4.6, **Natrona** 57.2. **Tot. Hslds.: 41,100.**

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— **Allamakee** 1.7, **Benton** 2.8, **Black Hawk** 15.3, **Bremer** 2.7, **Buchanan** 2.5, **Butler** 2.0, **Chickasaw** 1.6, **Clayton** 2.4, **Delaware** 2.1, **Dubuque** 10.1, **Fayette** 2.7, **Grundy** 1.6, **Iowa** 1.9, **Johnson** 12.1, **Jones** 2.3, **Keokuk** 1.5, **Linn** 21.8, **Tama** 2.2, **Washington** 2.5, **Winneshiek** 2.4, **WISC.: Grant** 5.7. **Tot. Hslds.: 303,300.**

CHARLESTON, S.C.— **Berkeley** 19.7, **Charleston** 48.6, **Colleton** 5.5, **Dorchester** 13.4, **Georgetown** 7.5, **Williamsburg** 5.4. **Tot. Hslds.: 225,100.**

CHARLESTON-HUNTINGTON, W.VA.— **KY.: Boyd** 4.1, **Carter** 1.6, **Elliott** 0.5, **Floyd** 3.3, **Greenup** 2.6, **Johnson** 1.8, **Lawrence** 1.1, **Lewis** 1.0, **Magoffin** 0.9, **Martin** 0.9, **Morgan** 0.9, **Pike** 5.4, **OHIO: Athens** 4.3, **Gallia** 2.4, **Jackson** 2.4, **Lawrence** 4.6, **Meigs** 1.8, **Scioto** 6.3, **Vinton** 0.9, **W.VA.: Boone** 2.0, **Braxton** 1.0, **Cabell** 8.2, **Calhoun** 0.6, **Clay** 0.8, **Jackson** 2.0, **Kanawha** 17.7, **Lincoln** 1.6, **Logan** 3.2, **Mason** 2.0, **Mingo** 2.5, **Nicholas** 2.1, **Pleasants** 0.6, **Putnam** 3.4, **Roane** 1.2, **Wayne** 3.3, **Wirt** 0.4. **Tot. Hslds.: 475,200.**

CHARLOTTE, N.C.— **Alexander** 1.4, **Anson** 1.1, **Ashe** 1.2, **Burke** 3.9, **Cabarrus** 5.1, **Caldwell** 3.7, **Catawba** 6.2, **Cleveland** 4.3, **Gaston** 8.6, **Iredell** 4.8, **Lincoln** 2.6, **Mecklenburg** 27.6, **Richmond** 2.2, **Rowan** 5.9, **Stanly** 2.7, **Union** 4.0, **Watauga** 1.8, **S.C.: Chester** 1.5, **Chesterfield** 1.9, **Lancaster** 2.7, **York** 6.5. **Tot. Hslds.: 752,400.**

CHARLOTTESVILLE, VA.— **Albemarle** 60.9, **Charlottesville city** 39.1. **Tot. Hslds.: 41,400.**

CHATTANOOGA, TENN.— **GA.: Catoosa** 5.5, **Dade** 1.6, **Fannin** 2.2, **Murray** 3.4, **Walker** 7.6, **Whitfield** 9.4, **N.C.: Cherokee** 2.5, **TENN.: Bledsoe** 1.2, **Bradley** 9.7, **Grundy** 1.7, **Hamilton** 38.8, **McMinn** 5.7, **Marion** 3.2, **Meigs** 1.1, **Polk** 1.6, **Rhea** 3.2, **Sequatchie** 1.1. **Tot. Hslds.: 280,400.**

CHEYENNE-SCOTTSBLUFF (STERLING), WYO.— **NEB.: Scotts Bluff** 33.1, **WYO.: Laramie** 66.9. **Tot. Hslds.: 43,000.**

CHICAGO, ILL.— **Cook** 61.7, **De Kalb** 0.9, **Du Page** 9.5, **Grundy** 0.4, **Kane** 3.7, **Kankakee** 1.1, **Kendall** 0.4, **Lake** 6.0, **La Salle** 1.4, **McHenry** 2.2, **Will** 3.9, **IND.: Jasper** 0.3, **Lake** 5.6, **La Porte** 1.3, **Newton** 0.2, **Porter** 1.5. **Tot. Hslds.: 3,037,300.**

CHICO-REDDING, CALIF.— **Butte** 44.4, **Glenn** 5.4, **Shasta** 35.4, **Tehama** 11.6, **Trinity** 3.1. **Tot. Hslds.: 148,300.**

CINCINNATI, OHIO— **IND.: Dearborn** 1.9, **Franklin** 0.9, **Ohio** 0.3, **Ripley** 1.2, **Switzerland** 0.4, **Union** 0.3, **KY.: Boone** 2.8, **Bracken** 0.4, **Campbell** 4.2, **Gallatin** 0.3, **Grant** 0.8, **Kenton** 7.0, **Mason** 0.9, **Owen** 0.4, **Pendleton** 0.6, **OHIO: Adams** 1.3, **Brown** 1.7, **Butler** 14.1, **Clermont** 7.2, **Clinton** 1.8, **Hamilton** 44.8, **Highland** 1.8, **Warren** 5.3. **Tot. Hslds.: 758,200.**

CLARKSBURG-WESTON, W.VA.— **Barbour** 5.7, **Doddridge** 2.5, **Gilmer** 2.8, **Harrison** 26.5, **Lewis** 6.4, **Marion** 22.0, **Randolph** 10.2, **Ritchie** 3.6, **Taylor** 5.6, **Tucker** 2.9, **Upshur** 7.9, **Webster** 3.8. **Tot. Hslds.: 102,000.**

CLEVELAND, OHIO— **Ashland** 1.2, **Ashtabula** 2.6, **Cuyahoga** 39.2, **Erie** 2.0, **Geauga** 1.9, **Holmes** 0.7, **Huron** 1.4, **Lake** 5.7, **Lorain** 6.7, **Medina** 3.0, **Portage** 3.5, **Richland** 3.4, **Stark** 9.6, **Summit** 14.1, **Tuscarawas** 2.3, **Wayne** 2.6. **Tot. Hslds.: 1,427,800.**

COLORADO SPRINGS-PUEBLO, COLO.— **Baca** 0.7, **Bent** 0.7, **Cheyenne** 0.4, **Crowley** 0.5, **Custer** 0.3, **El Paso** 63.4, **Fremont** 5.0, **Huerfano** 1.0, **Kiowa** 0.3, **Las Animas** 2.2, **Lincoln** 0.7, **Otero** 3.1, **Prowers** 2.1, **Pueblo** 19.6. **Tot. Hslds.: 243,200.**

COLUMBIA, S.C.— **Calhoun** 1.5, **Clarendon** 3.3, **Fairfield** 2.6, **Kershaw** 5.6, **Lee** 2.1, **Lexington** 21.6, **Newberry** 4.3, **Orangeburg** 10.1, **Richland** 35.2, **Saluda** 2.0, **Sumter** 11.4. **Tot. Hslds.: 293,100.**

COLUMBIA-JEFFERSON CITY, MO.— **Audrain** 6.7, **Boone** 31.7, **Callaway** 8.6, **Chariton** 2.7, **Cole** 17.4, **Cooper** 3.9, **Howard** 2.7, **Maries** 2.2, **Miller** 6.0, **Moniteau** 3.4, **Morgan** 4.6, **Osage** 3.2, **Randolph** 6.6. **Tot. Hslds.: 134,400.**

COLUMBUS, GA.— **ALA.: Barbour** 5.1, **Chambers** 7.6, **Lee** 18.5, **Russell** 9.6, **GA.: Chattahoochee** 1.6, **Clay** 0.7, **Harris** 3.6, **Macon** 2.4, **Marion** 1.1, **Muscogee** 36.8, **Quitman** 0.5, **Randolph** 1.5, **Schley** 0.7, **Stewart** 1.1, **Sumter** 5.7, **Talbot** 1.3, **Taylor** 1.5, **Webster** 0.4. **Tot. Hslds.: 182,100.**

COLUMBUS-TUPELO, MISS.— **ALA.: Lamar** 3.5, **MISS.: Calhoun** 3.3, **Chickasaw** 3.6, **Choctaw** 1.0, **Clay** 4.2, **Grenada** 4.4, **Itawamba** 4.3, **Lee** 14.5, **Lowndes** 12.3, **Monroe** 7.8, **Montgomery** 2.6, **Noxubee** 2.3, **Oktibbeha** 7.4, **Pontotoc** 4.9, **Prentiss** 5.0, **Tishomingo** 4.1, **Union** 4.6, **Webster** 2.2, **Winston** 4.0, **Yalobusha** 2.7. **Tot. Hslds.: 173,400.**

COLUMBUS, OHIO— **Coshocton** 1.8, **Crawford** 2.7, **Delaware** 3.5, **Fairfield** 5.4, **Fayette** 1.5, **Franklin** 55.2, **Hardin** 1.6, **Hocking** 1.4, **Knox** 2.5, **Licking** 6.9, **Madison** 1.7, **Marion** 3.4, **Morgan** 0.7, **Morrow** 1.4, **Perry** 1.6, **Pickaway** 2.2, **Pike** 1.3, **Ross** 3.5, **Union** 1.6. **Tot. Hslds.: 696,100.**

CORPUS CHRISTI, TEX.— **Aransas** 4.1, **Bee** 5.1, **Brooks** 1.6, **Duval** 2.4, **Jim Hogg** 1.0, **Jim Wells** 6.9, **Kenedy** 0.1, **Kleberg** 5.6, **Live Oak** 2.0, **Nueces** 58.7, **Refugio** 1.7, **San Patricio** 10.9. **Tot. Hslds.: 171,700.**

DALLAS-FT. WORTH, TEX.— **Anderson** 0.8, **Bosque** 0.3, **Collin** 5.9, **Comanche** 0.3, **Cooke** 0.7, **Dallas** 40.5, **Delta** 0.1, **Denton** 6.2, **Ellis** 1.7, **Erath** 0.6, **Fannin** 0.6, **Freestone** 0.3, **Grayson** 2.1, **Hamilton** 0.2, **Henderson** 1.3, **Hill** 0.6, **Hood** 0.7, **Hopkins** 0.6, **Hunt** 1.4, **Jack** 0.2, **Johnson** 2.0, **Kaufman** 1.1, **Lamar** 0.9, **Navarro** 0.8, **Palo Pinto** 0.5, **Parker** 1.4, **Rains** 0.2, **Rockwall** 0.6, **Somervell** 0.1, **Tarrant** 25.8, **Van Zandt** 0.8, **Wise** 0.7. **Tot. Hslds.: 1,779,000.**

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— **ILL.: Bureau** 4.5, **Carroll** 2.2, **Henderson** 1.1, **Henry** 6.4, **Jo Daviess** 2.8, **Knox** 7.2, **Mercer** 2.2, **Rock Island** 19.4, **Warren** 2.4, **Whiteside** 7.5, **IOWA: Cedar** 2.2, **Clinton** 6.5, **Des Moines** 5.6, **Henry** 2.4, **Jackson** 2.5, **Louisa** 1.4, **Muscatine** 5.0, **Scott** 19.0. **Tot. Hslds.: 301,800.**

DAYTON, OHIO— **IND.: Wayne** 5.4, **OHIO: Auglaize** 3.2, **Champaign** 2.7, **Clark** 11.0, **Darke** 3.9, **Greene** 9.7, **Logan** 3.2, **Mercer** 2.7, **Miami** 6.9, **Montgomery** 45.1, **Preble** 2.9, **Shelby** 3.1. **Tot. Hslds.: 505,200.**

DENVER, COLO.— **Adams** 9.4, **Arapahoe** 15.4, **Boulder** 8.7, **Chaffee** 0.5, **Clear Creek** 0.3, **Delta** 0.8, **Denver** 20.4, **Douglas** 2.2, **Eagle** 0.8, **Elbert** 0.3, **Garfield** 1.1, **Gilpin** 0.1, **Grand** 0.3, **Gunnison** 0.4, **Hinsdale** 0.0, **Jackson** 0.1, **Jefferson** 16.5, **Kit Carson** 0.3, **Lake** 0.2, **Larimer** 7.2, **Logan** 0.7, **Mineral** 0.0, **Moffat** 0.4, **Morgan** 0.8, **Park** 0.3, **Phillips** 0.2, **Pitkin** 0.5, **Rio Blanco** 0.2, **Routt** 0.5, **San Juan** 0.0, **Sedgwick** 0.1, **Summit** 0.5, **Teller** 0.5, **Washington** 0.2, **Weld** 4.6, **Yuma** 0.3, **NEB.: Cheyenne** 0.4, **Dawes** 0.3, **Deuel** 0.1, **Garden** 0.1, **Kimball** 0.2, **WYO.: Albany** 1.2, **Campbell** 1.0, **Carbon** 0.6, **Goshen** 0.5, **Johnson** 0.2, **Niobrara** 0.1, **Platte** 0.3. **Tot. Hslds.: 1,004,600.**

DES MOINES, IOWA— Adair 0.9, Appanoose 1.5, Audubon 0.8, Boone 2.8, Calhoun 1.2, Carroll 2.1, Clarke 0.9, Dallas 3.1, Decatur 0.8, Franklin 1.2, Greene 1.1, Guthrie 1.2, Hamilton 1.7, Hardin 2.0, Humboldt 1.2, Jasper 3.7, Lucas 1.0, Madison 1.3, Mahaska 2.3, Marion 3.0, Marshall 4.0, Monroe 0.9, Pocahontas 1.0, Polk 35.4, Poweshiek 2.0, Ringgold 0.6, Story 7.0, Union 1.4, Wapello 3.8, Warren 3.5, Wayne 0.8, Webster 4.3, Wright 1.6, MO.: Mercer 0.4. Tot. Hslds.: 372,800.

DETROIT, MICH.— Lapeer 1.5, Livingston 2.3, Macomb 15.5, Monroe 2.7, Oakland 24.3, St. Clair 3.1, Washtenaw 6.1, Wayne 44.5. Tot. Hslds.: 1,733,800.

DOTHAN, ALA.— Coffee 17.2, Dale 19.8, Geneva 10.3, Henry 6.5, Houston 35.1, FLA.: Holmes 6.6, GA.: Early 4.6. Tot. Hslds.: 88,700.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.3; MINN.: Aitkin 3.0, Carlton 6.4, Cook 0.9, Itasca 9.0, Koochiching 3.4, Lake 2.4, St. Louis 45.6, WISC.: Ashland 3.7, Bayfield 3.3, Douglas 9.7, Iron 1.5, Sawyer 3.3, Washburn 3.3. Tot. Hslds.: 178,700.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 52.0, CALIF.: Imperial 48.0. Tot. Hslds.: 79,800.

EL PASO, TEX.— N.M.: Dona Ana 20.3, TEX.: El Paso 79.3, Hudspeth 0.4. Tot. Hslds.: 230,800.

ELMIRA, N.Y.— Chemung 40.3, Steuben 42.7, PA.: Tioga 17.0. Tot. Hslds.: 88,100.

ERIE, PA.— Crawford 20.9, Erie 66.6, Forest 1.2, Warren 11.3. Tot. Hslds.: 152,800.

EUGENE, ORE.— Coos 14.2, Douglas 21.0, Lane 64.8. Tot. Hslds.: 173,700.

EUREKA, CALIF.— Del Norte 15.3, Humboldt 84.7. Tot. Hslds.: 58,700.

EVANSVILLE, IND.— ILL.: Edwards 1.1, Wabash 1.9, Wayne 2.6, White 2.5, IND.: Dubois 5.1, Gibson 4.7, Perry 2.6, Pike 1.9, Posey 3.6, Spencer 2.7, Vanderburgh 25.4, Warrick 6.2, KY.: Daviess 12.6, Hancock 1.1, Henderson 6.3, Hopkins 6.8, McLean 1.4, Muhlenberg 4.4, Ohio 3.0, Union 2.1, Webster 2.0. Tot. Hslds.: 263,100.

FARGO, N.D.— MINN.: Becker 4.8, Clay 8.1, Clearwater 1.4, Kittson 1.0, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 1.9, Norman 1.4, Otter Tail 9.1, Pennington 2.3, Polk 5.5, Red Lake 0.8, Roseau 2.6, Wilkin 1.3; N.D.: Barnes 2.3, Benson 1.1, Cass 19.2, Cavalier 1.1, Dickey 1.1, Eddy 0.6, Foster 0.7, Grand Forks 11.8, Griggs 0.6, La Moure 0.9, Nelson 0.8, Pembina 1.6, Ramsey 2.3, Ransom 1.1, Richland 3.0, Sargent 0.8, Steele 0.5, Stutsman 4.0, Towner 0.6, Traill 1.5, Walsh 2.4. Tot. Hslds.: 215,800.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: [illegible]1,800.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.2, Bay 9.2, Clare 2.2, Genesee 35.2, Gladwin 1.9, Gratiot 3.0, Huron 2.9, Iosco 2.6, Isabella 3.8, Midland 6.2, Ogemaw 1.6, Saginaw 17.1, Sanilac 3.2, Shiawassee 5.5, Tuscola 4.3. Tot. Hslds.: 486,800.

FLORENCE-MYRTLE BEACH, S.C.— Darlington 14.5, Dillon 6.5, Florence 26.5, Horry 36.2, Marion 7.7, Marlboro 6.6. Tot. Hslds.: 153,800.

FT. MYERS-NAPLES, FLA.— Charlotte 18.7, Collier 23.7, Glades 1.0, Hendry 3.1, Lee 53.4. Tot. Hslds.: 279,800.

FT. SMITH, ARK.— Benton 20.7, Crawford 8.3, Franklin 2.9, Logan 4.0, Madison 2.4, Scott 2.1, Sebastian 20.8, Washington 23.4; OKLA.: Le Flore 6.7, Sequoyah 8.6. Tot. Hslds.: 191,800.

FT. WAYNE, IND.— Adams 4.5, Allen 48.8, De Kalb 5.6, Huntington 5.6, Jay 3.4, Noble 5.8, Steuben 4.5, Wabash 5.4, Wells 4.1, Whitley 4.4; OHIO: Paulding 3.1, Van Wert 4.9. Tot. Hslds.: 236,800.

FRESNO-VISALIA, CALIF.— Fresno 50.8, Kings 6.6, Madera 6.6, Mariposa 1.3, Merced 12.5, Tulare 22.2. Tot. Hslds.: 466,300.

GAINESVILLE, FLA.— Alachua 80.4, Dixie 4.4, Gilchrist 3.8, Levy 11.4. Tot. Hslds.: 91,300.

GRAND JUNCTION-DURANGO, COLO.— La Plata 20.0, Mesa 60.5, Montrose 15.4, Ouray 1.5, San Miguel 2.6. Tot. Hslds.: 61,600.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.3, Barry 2.9, Branch 2.4, Calhoun 8.4, Ionia 3.0, Kalamazoo 13.6, Kent 30.0, Montcalm 3.1, Muskegon 9.4, Newaygo 2.3, Oceana 1.3, Ottawa 10.5, St. Joseph 3.5, Van Buren 4.2. Tot. Hslds.: 621,400.

GREAT FALLS, MONT.— Blaine 3.8, Cascade 47.7, Chouteau 3.1, Fergus 7.2, Glacier 6.0, Hill 10.2, Judith Basin 1.4, Liberty 1.3, Meagher 1.1, Phillips 3.0, Pondera 3.5, Teton 3.8, Toole 3.0, Valley 5.0. Tot. Hslds.: 63,800.

GREEN BAY-APPLETON, WISC.— MICH.: Delta 3.8, Dickinson 2.8, Menominee 2.5, Schoolcraft 0.9, WISC.: Brown 19.1, Calumet 3.1, Door 2.6, Fond du Lac 8.6, Green Lake 1.9, Kewaunee 1.8, Manitowoc 7.8, Marinette 4.1, Menominee 0.3, Oconto 3.0, Outagamie 13.4, Shawano 3.6, Waupaca 4.5, Waushara 2.0, Winnebago 14.1. Tot. Hslds.: 385,200.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 8.2, Alleghany 0.7, Caswell 1.4, Davidson 9.4, Davie 2.1, Forsyth 20.6, Guilford 26.3, Montgomery 1.6, Randolph 8.0, Rockingham 6.4, Stokes 2.7, Surry 4.6, Wilkes 4.4, Yadkin 2.3; VA.: Patrick 1.3. Tot. Hslds.: 531,700.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.2, Bertie 3.2, Carteret 9.6, Craven 13.2, Duplin 6.6, Greene 2.4, Hyde 0.9, Jones 1.5, Lenoir 9.6, Martin 4.1, Onslow 18.5, Pamlico 2.0, Pitt 18.3, Tyrrell 0.7, Washington 2.2. Tot. Hslds.: 226,800.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.1, Franklin 1.0, Hart 1.1, Madison 1.2, Stephens 1.4, N.C.: Buncombe 10.9, Graham 0.4, Haywood 2.9, Henderson 4.5, Jackson 1.5, McDowell 2.1, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.4, Swain 0.6, Transylvania 1.5, Yancey 0.9, S.C.: Abbeville 1.3, Anderson 8.5, Cherokee 2.5, Greenville 18.9, Greenwood 3.5, Laurens 3.2, Oconee 3.5, Pickens 5.2, Spartanburg 13.0, Union 1.7. Tot. Hslds.: 665,000.

GREENWOOD-GREENVILLE, MISS.— ARK.: Chicot 7.6, MISS.: Bolivar 18.4, Carroll 4.6, Leflore 17.7, Sunflower 13.0, Tallahatchie 7.2, Washington 31.6. Tot. Hslds.: 71,300.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hslds.: 46,200.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 5.1, Cumberland 13.1, Dauphin 16.8, Juniata 1.4, Lancaster 27.3, Lebanon 7.6, Mifflin 3.1, Perry 2.7, York 22.9. Tot. Hslds.: 572,100.

HARRISONBURG, VA.— Augusta 24.0, Harrisonburg city 12.4, Page 9.7, Rockingham 25.1, Staunton city 11.4, Waynesboro city 9.0, W.VA.: Grant 4.7, Pendleton 3.7. Tot. Hslds.: 84,800.

HARTFORD-NEW HAVEN, CONN.— Hartford 35.0, Litchfield 7.2, Middlesex 6.0, New Haven 32.9, New London 10.1, Tolland 4.8, Windham 4.1. Tot. Hslds.: 935,800.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 19,[illegible].

HOUSTON, TEX.— Austin 0.5, Brazoria 4.4, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 5.2, Galveston 5.6, Grimes 0.4, Harris 71.0, Jackson 0.3, Liberty 1.3, Matagorda 0.9, Montgomery 4.5, Polk 0.8, San Jacinto 0.4, Walker 1.1, Waller 0.5, Washington 0.7, Wharton 1.0. Tot. Hslds.: 1,464,100.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 6.5, De Kalb 6.9, Franklin 3.5, Jackson 5.9, Lauderdale 10.1, Lawrence 3.8, Limestone 6.7, Madison 31.0, Marshall 9.3, Morgan 12.7, TENN.: Lincoln 3.6. Tot. Hslds.: 309,800.

IDAHO FALLS-POCATELLO, IDA.— Bannock 21.8, Bingham 10.9, Bonneville 23.1, Butte 0.9, Caribou 2.0, Cassia 5.9, Clark 0.3, Custer 1.4, Fremont 3.2, Jefferson 4.6, Lemhi 2.7, Madison 5.5, Minidoka 5.9, Power 2.2, Teton 1.0, WYO.: Lincoln 3.8, Teton 4.6. Tot. Hslds.: 108,200.

INDIANAPOLIS, IND.— Bartholomew 2.8, Benton 0.4, Blackford 0.6, Boone 1.6, Brown 0.6, Carroll 0.8, Cass 1.7, Clinton 1.3, Decatur 1.0, Delaware 5.1, Fayette 1.1, Fountain 0.8, Grant 3.1, Hamilton 4.7, Hancock 1.9, Hendricks 3.0, Henry 2.1, Howard 3.5, Jennings 0.9, Johnson 3.7, Madison 5.6, Marion 36.5, Miami 1.5, Monroe 4.5, Montgomery 1.5, Morgan 2.2, Owen 0.8, Putnam 1.1, Randolph 1.2, Rush 0.7, Shelby 1.7, Tipton 0.7, Warren 0.3, White 1.0. Tot. Hslds.: 864,800.

JACKSON, MISS.— Adams 4.5, Attala 2.4, Claiborne 1.2, Copiah 5.3, Franklin 1.1, Hinds 31.4, Holmes 2.5, Humphreys 1.3, Issaquena 0.2, Jefferson 1.0, Jefferson Davis 1.7, Lawrence 1.6, Leake 2.4, Lincoln 3.9, Madison 7.1, Pike 4.6, Rankin 10.8, Scott 3.0, Sharkey 0.7, Simpson 2.9, Smith 1.[illegible] Walthall 1.7, Warren 6.0, Yazoo 3.0. Tot. Hslds.: 288,800.

JACKSON, TENN.— Carroll 17.3, Decatur [illegible]7, Hardin 14.1, Henderson 13.8, Madison 48.0. Tot. Hslds.: 62,300.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.5, Clay 8.2, Columbia 3.4, Duval 58.4, Nassau 3.6, Putnam 5.4, St. Johns 7.5, Union 0.6, GA.: Brantley 0.8, Camden 2.2, Charlton 0.6, Clinch 0.5, Glynn 5.2, Ware 2.7. Tot. Hslds.: [illegible]71,800.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.4, Blair 17.6, Cambria 21.4, Cameron 0.8, Centre 15.1, Clearfield 10.3, Elk 4.5, Fulton 1.9, Huntingdon 5.5, Jefferson 6.1, Somerset 10.3. Tot. Hslds.: 284,100.

JONESBORO, ARK.— Clay 9.1, Craighead 32.4, Greene 15.8, Izard 5.8, Jackson 8.8, Lawrence 8.1, Randolph 7.7, Sharp 7.1, MO.: Ripley 5.9. Tot. Hslds.: 62,700.

JOPLIN-PITTSBURG, MO.— KANS.: Allen 3.9, Bourbon 4.2, Cherokee 6.0, Crawford 10.3, Labette 6.6, Neosho 4.7, Wilson 2.9, Woodson 1.2; MO.: Barton 3.3, Jasper 28.1, McDonald 4.7, Newton 12.2, Vernon 5.2, OKLA.: Ottawa 8.6. Tot. Hslds.: 138,800.

KANSAS CITY, MO.— KANS.: Anderson 0.4, Atchison 0.8, Doniphan 0.4, Douglas 4.0, Franklin 1.1, Johnson 19.0, Leavenworth 2.7, Linn 0.4, Miami 1.1, Wyandotte 7.9, MO.: Andrew 0.7, Bates 0.8, Caldwell 0.4, Carroll 0.6, Cass 3.1, Clay 7.8, Clinton 0.8, Daviess 0.4, De Kalb 0.4, Grundy 0.6, Harrison 0.5, Henry 1.1, Jackson 33.0, Johnson 1.9, Lafayette 1.5, Linn 0.7, Livingston 0.7, Pettis 1.8, Platte 3.0, Ray 1.1, Saline 1.2. Tot. Hslds.: 770,200.

KNOXVILLE, TENN.— KY.: Bell 2.7, Harlan 3.1, McCreary 1.3, Whitley 2.9, TENN.: Anderson 6.7, Blount 8.2, Campbell 3.2, Claiborne 2.4, Cocke 2.7, Cumberland 3.4, Fentress 1.4, Grainger 1.6, Hamblen 4.7, Hancock 0.6, Jefferson 3.0, Knox 32.7, Loudon 3.0, Monroe 2.8, Morgan 1.4, Roane 4.5, Scott 1.6, Sevier 4.9, Union 1.2. Tot. Hslds.: 414,800.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 4.1, Winona 10.1; WISC.: Buffalo 3.1, Chippewa 11.4, Crawford 3.6, Eau Claire 15.9, Jackson 3.7, La Crosse 22.2, Monroe 8.0, Rusk 3.4, Trempealeau 5.7, Vernon 5.8. Tot. Hslds.: 166,800.

LAFAYETTE, IND.— Tippecanoe 100.0. Tot. Hslds.: 46,300.

LAFAYETTE, LA.— Acadia 10.5, Evangeline 6.3, Iberia 12.3, Jefferson Davis 5.7, Lafayette 32.9, St. Landry 14.8, St. Martin 7.9, Vermilion 9.6. Tot. Hslds.: 185,300.

LAKE CHARLES, LA.— Allen 8.7, Beauregard 12.8, Calcasieu 74.7, Cameron 3.8. Tot. Hslds.: 81,400.

LANSING, MICH.— Clinton 9.0, Eaton 15.2, Hillsdale 6.9, Ingham 45.0, Jackson 23.8. Tot. Hslds.: 228,100.

LAREDO, TEX.— Webb 92.3, Zapata 7.7. Tot. Hslds.: 38,800.

LAS VEGAS, NEV.— Clark 98.4, Lincoln 0.4, Nye (southern portion) 1.2. Tot. Hslds.: 321,300.

LAUREL-HATTIESBURG, MISS.— Covington 6.5, Forrest 27.8, Jasper 6.6, Jones 24.9, Lamar 12.2, Marion 10.0, Perry 4.2, Wayne 7.7. Tot. Hslds.: 80,700.

LEXINGTON, KY.— Anderson 1.5, Bath 1.0, Bourbon 2.0, Boyle 2.6, Breathitt 1.5, Casey 1.5, Clark 3.1, Clay 2.0, Estill 1.5, Fayette 25.1, Fleming 1.3, Franklin 4.9, Garrard 1.2, Harrison 1.7, Jackson 1.2, Jessamine 3.0, Knott 1.7, Knox 2.9, Laurel 4.4, Lee 0.7, Lincoln 2.1, Madison 5.6, Menifee 0.5, Mercer 2.0, Montgomery 2.0, Nicholas 0.7, Owsley 0.5, Perry 2.9, Powell 1.2, Pulaski 5.3, Robertson 0.2, Rockcastle 1.5, Rowan 1.9, Russell 1.6, Scott 2.4, Wayne 1.8, Wolfe 0.7, Woodford 2.0. Tot. Hslds.: 363,700.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 38,800.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, Jewell 0.7, Phillips 1.1, Republic 1.1, Smith 0.9, Washington 1.2, NEB.: Adams 4.7, Boone 1.0, Brown 0.6, Buffalo 5.8, Chase 0.7, Clay 1.1, Custer 2.0, Dawson 3.2, Fillmore 1.2, Franklin 0.7, Frontier 0.5, Furnas 0.9, Gage 3.7, Garfield 0.3, Gosper 0.3, Greeley 0.5, Hall 7.7, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 1.9, Howard 0.9, Jefferson 1.5, Kearney 1.0, Lancaster 34.7, Loup 0.1, Merrick 1.2, Nance 0.7, Nuckolls 0.9, Pawnee 0.6, Perkins 0.5, Phelps 1.6, Polk 0.9, Red Willow 1.9, Rock 0.3, Saline 2.0, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, York 2.3. Tot. Hslds.: 248,200.

LITTLE ROCK, ARK.— Arkansas 1.8, Bradley 1.0, Calhoun 0.5, Clark 1.7, Cleburne 1.8, Cleveland 0.6, Conway 1.6, Dallas 0.8, Desha 1.3, Drew 1.4, Faulkner 5.0, Garland 8.9, Grant 1.2, Hot Spring 2.2, Independence 2.6, Jefferson 8.8, Johnson 1.6, Lincoln 0.8, Lonoke 3.2, Monroe 0.9, Montgomery 0.7, Nevada 0.8, Ouachita 2.6, Perry 0.7, Pike 0.9, Polk 1.5, Pope 3.8, Prairie 0.8, Pulaski 30.4, Saline 5.3, Stone 0.9, Van Buren 1.3, White 4.4, Woodruff 0.8, Yell 1.8. Tot. Hslds.: 468,200.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los Angeles 61.0, Orange 17.1, Riverside (western portion) 6.8, San Bernardino 10.0, Ventura 4.4. Tot. Hslds.: 4,888,800.

LOUISVILLE, KY.— IND.: Clark 6.1, Crawford 0.7, Floyd 4.5, Harrison 2.0, Jackson 2.6, Jefferson 2.0, Lawrence 3.0, Orange 1.3, Scott 1.4, Washington 1.6, KY.: Breckinridge 1.2, Bullitt 3.0, Carroll 0.6, Grayson 1.5, Green 0.8, Hardin 5.4, Hart 1.6, Henry 0.9, Jefferson 46.3, Larue 0.8, Marion 1.0, Meade 1.5, Nelson 2.0, Oldham 2.0, Shelby 1.7, Spencer 0.5, Taylor 1.5, Trimble 0.4, Washington 0.7. Tot. Hslds.: 548,400.

LUBBOCK, TEX.— Bailey 1.8, Borden 0.2, Cochran 1.0, Crosby 1.8, Dawson 3.6, Dickens 0.7, Floyd 2.1, Garza 1.3, Hale 8.8, Hockley 5.8, Kent 0.3, King 0.1, Lamb 3.9, Lubbock 61.3, Lynn 1.7, Motley 0.4, Terry 3.2, Yoakum 2.1. Tot. Hslds.: 136,200.

MACON, GA.— Baldwin 6.7, Bibb 31.2, Bleckley 2.1, Crawford 1.7, Dodge 3.5, Dooly 1.9, Houston 18.2, Johnson 1.6, Jones 4.1, Laurens 6.0, Monroe 3.3, Peach 4.0, Pulaski 1.7, Telfair 2.2, Twiggs 1.6, Washington 3.7, Wheeler 1.0, Wilcox 1.4, Wilkinson 2.0. Tot. Hslds.: 183,100.

MADISON, WISC.— Columbia 6.2, Dane 52.3, Green 4.2, Iowa 2.7, Juneau 3.0, Lafayette 2.1, Marquette 1.8, Richland 2.4, Rock 18.8, Sauk 6.5. Tot. Hslds.: 276,300.

MANKATO, MINN.— IOWA: Emmet 14.5; MINN.: Blue Earth 63.7, Faribault 21.8. Tot. Hslds.: 30,300.

MARQUETTE, MICH.— Alger 5.8, Baraga 5.4, Houghton 23.2, Iron 9.8, Keweenaw 1.4, Marquette 44.6, Ontonagon 6.2; WISC.: Florence 3.2. Tot. Hslds.: 55,800.

MCALLEN-BROWNSVILLE, TEX.— Cameron 37.5, Hidalgo 54.5, Starr 5.5, Willacy 2.5. Tot. Hslds.: 199,700.

MEDFORD, ORE.— CALIF.: Modoc 2.7, Siskiyou 12.6; ORE.: Curry 6.2, Jackson 42.0, Josephine 18.5, Klamath 16.0, Lake 2.0. Tot. Hslds.: 141,100.

MEMPHIS, TENN.— ARK.: Crittenden 2.9, Cross 1.1, Lee 0.8, Mississippi 3.4, Phillips 1.6, Poinsett 1.6, St. Francis 1.7; MISS.: Alcorn 2.1, Benton 0.5, Coahoma 1.7, De Soto 4.3, Lafayette 1.8, Marshall 1.7, Panola 1.7, Quitman 0.6, Tate 1.2, Tippah 1.2, Tunica 0.4; MO.: Pemiscot 1.4; TENN.: Chester 0.8, Crockett 0.9, Dyer 2.3, Fayette 1.4, Gibson 3.1, Hardeman 1.4, Haywood 1.2, Lauderdale 1.4, McNairy 1.5, Shelby 51.9, Tipton 2.3. Tot. Hslds.: 594,700.

MERIDIAN, MISS.— ALA.: Choctaw 8.7, Sumter 6.2; MISS.: Clarke 9.6, Kemper 5.6, Lauderdale 43.2, Neshoba 13.4, Newton 11.1. Tot. Hslds.: 58,800.

MIAMI-FT. LAUDERDALE, FLA.— Broward 42.4, Dade 54.9, Monroe 2.7. Tot. Hslds.: 1,291,900.

MILWAUKEE, WISC.— Dodge 3.5, Jefferson 3.2, Kenosha 8.2, Milwaukee 48.4, Ozaukee 3.4, Racine 8.3, Sheboygan 5.1, Walworth 3.6, Washington 4.4, Waukesha 14.1. Tot. Hslds.: 773,800.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 8.2, Beltrami 0.9, Benton 0.8, Big Stone 0.2, Brown 0.7, Carver 1.3, Cass 0.6, Chippewa 0.4, Chisago 0.8, Cottonwood 0.4, Crow Wing 1.3, Dakota 7.7, Douglas 0.8, Goodhue 1.1, Grant 0.2, Hennepin 30.8, Hubbard 0.4, Isanti 0.7, Jackson 0.3, Kanabec 0.4, Kandiyohi 1.0, Lac qui Parle 0.2, Le Sueur 0.6, Lyon 0.7, McLeod 0.9, Martin 0.6, Meeker 0.6, Mille Lacs 0.5, Morrison 0.8, Nicollet 0.7, Pine 0.6, Pope 0.3, Ramsey 13.8, Redwood 0.5, Renville 0.5, Rice 1.2, Scott 1.5, Sherburne 1.0, Sibley 0.4, Stearns 2.9, Steele 0.8, Stevens 0.3, Swift 0.3, Todd 0.6, Traverse 0.1, Wabasha 0.5, Wadena 0.4, Waseca 0.5, Washington 3.7, Watonwan 0.3, Wright 1.7, Yellow Medicine 0.3; WISC.: Barron 1.1, Burnett 0.4, Dunn 0.9, Pepin 0.2, Pierce 0.8, Polk 1.0, St. Croix 1.3. Tot. Hslds.: 1,304,800.

MINOT-BISMARCK-DICKINSON-GLENDIVE, N.D.— MONT.: Daniels 0.7, Dawson 2.6, Fallon 0.8, McCone 0.6, Richland 2.7, Roosevelt 2.7, Sheridan 1.4, Wibaux 0.4; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.3, Bowman 1.0, Burke 0.9, Burleigh 16.8, Divide 0.9, Dunn 1.0, Emmons 1.3, Golden Valley 0.6, Grant 1.0, Hettinger 1.0, Kidder 0.9, Logan 0.8, McHenry 1.8, McIntosh 1.2, McKenzie 1.6, McLean 2.8, Mercer 2.5, Morton 6.2, Mountrail 1.8, Oliver 0.6, Pierce 1.5, Renville 0.9, Rolette 3.1, Sheridan 0.6, Sioux 0.7, Slope 0.2, Stark 6.2, Ward 15.6, Wells 1.6, Williams 5.6; S.D.: Campbell 0.6, Corson 1.0, Dewey 1.2, Perkins 1.2. Tot. Hslds.: 128,600.

MISSOULA, MONT.— Flathead 31.1, Granite 1.3, Lake 10.8, Mineral 1.7, Missoula 41.6, Ravalli 13.4. Tot. Hslds.: 74,800.

MOBILE-PENSACOLA, ALA.— Baldwin 9.3, Clarke 2.3, Conecuh 1.3, Escambia 3.1, Mobile 33.6, Monroe 2.1, Washington 1.4; FLA.: Escambia 21.5, Okaloosa 13.5, Santa Rosa 7.6; MISS.: George 1.4. Tot. Hslds.: 411,900.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.2, Union 10.5; LA.: Caldwell 2.1, Catahoula 2.3, Concordia 4.3, East Carroll 1.8, Franklin 4.5, Jackson 3.4, La Salle 3.0, Lincoln 8.1, Madison 2.5, Morehouse 6.5, Ouachita 29.8, Richland 4.1, Tensas 1.5, Union 4.5, West Carroll 2.6, Winn 3.4. Tot. Hslds.: 169,400.

MONTGOMERY-SELMA, ALA.— Autauga 5.6, Bullock 1.6, Butler 3.8, Covington 6.9, Crenshaw 2.5, Dallas 7.9, Elmore 8.2, Lowndes 1.9, Macon 4.1, Marengo 3.3, Montgomery 37.2, Perry 2.0, Pike 5.0, Tallapoosa 7.1, Wilcox 2.1. Tot. Hslds.: 208,800.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.8, Christian 2.9, Clinton 0.5, Cumberland 0.4, Logan 1.3, Monroe 0.6, Simpson 0.8, Todd 0.6, Trigg 0.6; TENN.: Bedford 1.6, Benton 0.8, Cannon 0.6, Cheatham 1.4, Clay 0.4, Coffee 2.2, Davidson 29.2, De Kalb 0.8, Dickson 1.9, Franklin 1.8, Giles 1.4, Henry 1.6, Hickman 0.9, Houston 0.4, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.2, Maury 2.9, Montgomery 4.9, Moore 0.2, Overton 1.0, Perry 0.3, Pickett 0.2, Putnam 2.8, Robertson 2.1, Rutherford 6.2, Smith 0.7, Stewart 0.5, Sumner 5.3, Trousdale 0.3, Van Buren 0.2, Warren 1.8, Wayne 0.7, White 1.1, Williamson 4.1, Wilson 3.5. Tot. Hslds.: 723,200.

NEW ORLEANS, LA.— Jefferson 27.7, Lafourche 4.8, Orleans 30.9, Plaquemines 1.4, St. Bernard 3.9, St. Charles 2.4, St. James 1.1, St. John the Baptist 2.2, St. Tammany 8.6, Tangipahoa 4.9, Terrebonne 5.2, Washington 2.6; MISS.: Hancock 2.1, Pearl River 2.3. Tot. Hslds.: 604,200.

NEW YORK, N.Y.— CONN.: Fairfield 4.4; N.J.: Bergen 4.5, Essex 4.0, Hudson 3.0, Hunterdon 0.6, Middlesex 3.6, Monmouth 3.0, Morris 2.2, Ocean 2.5, Passaic 2.3, Somerset 1.3, Sussex 0.7, Union 2.6, Warren 0.5; N.Y.: Bronx 6.2, Dutchess 1.3, Kings 12.1, Nassau 6.3, New York (Manhattan) 10.6, Orange 1.5, Putnam 0.4, Queens 10.5, Richmond 1.9, Rockland 1.2, Suffolk 6.4, Sullivan 0.4, Ulster 0.9, Westchester 4.7; PA.: Pike 0.2. Tot. Hslds.: 6,627,500.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.9, Currituck 0.9, Dare 1.7, Gates 0.6, Hertford 1.3, Pasquotank 1.9, Perquimans 0.7; VA.: Accomack 2.1, Chesapeake city 8.2, Franklin city 0.5, Gloucester 2.0, Hampton city 8.4, Isle of Wight 1.6, James City 2.3, Mathews 0.6, Newport News city 10.3, Norfolk city 15.0, Northampton 0.8, Poquoson city 0.6, Portsmouth city 6.4, Southampton 1.6, Suffolk city 3.1, Surry 0.4, Virginia Beach city 23.9, Williamsburg city 0.6, York 2.5. Tot. Hslds.: 604,400.

NORTH PLATTE, NEB.— Arthur 1.1, Blaine 1.7, Hooker 1.7, Keith 19.2, Lincoln 71.6, Logan 1.7, McPherson 1.1, Thomas 1.7. Tot. Hslds.: 17,700.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.4; TEX.: Andrews 3.4, Brewster 2.6, Crane 1.7, Culberson 0.8, Ector 31.0, Gaines 3.4, Glasscock 0.4, Howard 8.3, Jeff Davis 0.6, Loving 0.1, Martin 1.2, Midland 29.4, Pecos 3.4, Presidio 1.6, Reagan 1.0, Reeves 3.5, Terrell 0.4, Upton 1.1, Ward 3.1, Winkler 2.0. Tot. Hslds.: 124,300.

OKLAHOMA CITY, OKLA.— Alfalfa 0.4, Beckham 1.2, Blaine 0.8, Caddo 1.9, Canadian 4.6, Cleveland 11.7, Custer 1.7, Dewey 0.4, Ellis 0.3, Garfield 3.8, Garvin 1.8, Grady 2.7, Grant 0.4, Greer 0.4, Harmon 0.2, Harper 0.3, Hughes 0.9, Kay 3.3, Kingfisher 0.8, Lincoln 1.9, Logan 1.8, McClain 1.5, Major 0.5, Murray 0.8, Noble 0.7, Oklahoma 42.2, Payne 4.2, Pottawatomie 3.8, Roger Mills 0.3, Seminole 1.7, Washita 0.7, Woods 0.7, Woodward 1.2. Tot. Hslds.: 545,700.

OMAHA, NEB.— IOWA: Adams 0.6, Cass 1.7, Crawford 1.8, Fremont 0.9, Harrison 1.6, Mills 1.3, Montgomery 1.4, Page 1.8, Pottawattamie 8.7, Shelby 1.4, Taylor 0.8; MO.: Atchison 0.8; NEB.: Burt 0.9, Butler 0.9, Cass 2.2, Colfax 1.0, Cuming 1.1, Dodge 3.8, Douglas 46.3, Johnson 0.5, Nemaha 0.8, Otoe 1.6, Platte 3.1, Richardson 1.1, Sarpy 9.8, Saunders 1.9, Seward 1.6, Washington 1.7. Tot. Hslds.: 356,800.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 18.3, Flagler 1.4, Lake 7.2, Marion 8.9, Orange 28.9, Osceola 4.8, Seminole 12.2, Sumter 1.3, Volusia 17.2. Tot. Hslds.: 933,600.

OTTUMWA-KIRKSVILLE, IOWA— Davis 9.1, Jefferson 18.9, Van Buren 8.8; MO.: Adair 28.3, Macon 18.0, Putnam 6.2, Schuyler 5.0, Sullivan 7.7. Tot. Hslds.: 33,800.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.3, Franklin 4.9, Gallatin 0.8, Hamilton 1.0, Hardin 0.6, Jackson 7.0, Johnson 1.1, Massac 1.8, Perry 2.5, Pope 0.5, Pulaski 0.9, Saline 3.2, Union 2.1, Williamson 6.2; KY.: Ballard 0.9, Caldwell 1.6, Calloway 3.6, Carlisle 0.6, Crittenden 1.1, Fulton 1.0, Graves 4.0, Hickman 0.7, Livingston 1.1, Lyon 0.7, McCracken 7.7, Marshall 3.3; MO.: Bollinger 1.2, Butler 4.6, Cape Girardeau 7.1, Carter 0.6, Dunklin 3.9, Mississippi 1.6, New Madrid 2.3, Reynolds 0.7, Scott 4.5, Stoddard 3.4, Wayne 1.4; TENN.: Lake 0.7, Obion 3.7, Weakley 3.6. Tot. Hslds.: 354,600.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 94,900.

PANAMA CITY, FLA.— Bay 52.3, Calhoun 4.1, Franklin 3.6, Gulf 4.5, Jackson 15.1, Liberty 1.9, Walton 11.5, Washington 6.7. Tot. Hslds.: 97,100.

PARKERSBURG, W.VA.— OHIO: Washington 40.9; W.VA.: Wood 59.1. Tot. Hslds.: 57,700.

PEORIA-BLOOMINGTON, ILL.— Fulton 6.6, Livingston 6.2, McLean 21.6, Marshall 2.2, Mason 2.6, Peoria 31.8, Putnam 1.0, Stark 1.1, Tazewell 21.4, Woodford 5.2. Tot. Hslds.: 221,100.

PHILADELPHIA, PA.— DEL.: Kent 1.5, New Castle 6.3; N.J.: Atlantic 3.3, Burlington 5.2, Camden 6.8, Cape May 1.5, Cumberland 1.8, Gloucester 3.0, Mercer 4.5, Salem 0.9; PA.: Berks 4.9, Bucks 7.4, Chester 5.2, Delaware 7.6, Lehigh 4.3, Montgomery 9.7, Northampton 3.5, Philadelphia 22.6. Tot. Hslds.: 2,664,400.

PHOENIX, ARIZ.— Gila 1.5, Graham 0.8, Greenlee 0.3, La Paz 0.5, Maricopa 81.6, Mohave 3.8, Navajo 2.2, Pinal 3.9, Yavapai 4.6; CALIF.: Riverside (eastern portion) 0.7. Tot. Hslds.: 1,037,300.

PITTSBURGH, PA.— MD.: Garrett 0.9; PA.: Allegheny 46.6, Armstrong 2.4, Beaver 6.2, Butler 4.9, Clarion 1.3, Fayette 4.8, Greene 1.3, Indiana 2.7, Lawrence 3.1, Venango 1.9, Washington 6.8, Westmoreland 12.5; W.VA.: Hancock 1.2, Monongalia 2.5, Preston 0.9. Tot. Hslds.: 1,153,900.

PORTLAND, ORE.— Baker 0.7, Benton 3.0, Clackamas 11.9, Clatsop 1.5, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.3, Hood River 0.7, Jefferson 0.5, Lincoln 1.9, Linn 3.9, Marion 9.5, Multnomah 27.1, Polk 2.1, Sherman 0.1, Tillamook 1.0, Union 1.0, Wasco 1.0, Washington 13.9, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 10.3, Cowlitz 3.6, Klickitat 0.7, Skamania 0.3, Wahkiakum 0.1. Tot. Hslds.: 902,400.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.8, Cumberland 27.9, Franklin 3.2, Kennebec 12.9, Knox 4.2, Lincoln 3.5, Oxford 5.9, Sagadahoc 3.8, York 18.4; N.H.: Carroll 4.3, Coos 4.0. Tot. Hslds.: 345,200.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 31,200.

PROVIDENCE-NEW BEDFORD, R.I.— MASS.: Bristol 32.9, Dukes 0.9; R.I.: Bristol 3.1, Kent 10.9, Newport 5.7, Providence 39.5, Washington 7.0. Tot. Hslds.: 575,400.

QUINCY-HANNIBAL, ILL.— Adams 24.1, Brown 2.0, Hancock 7.9, McDonough 11.5, Pike 6.7, Schuyler 2.9, Scott 2.1; IOWA: Lee 14.1; MO.: Clark 2.7, Knox 1.7, Lewis 3.4, Marion 10.2, Monroe 3.3, Ralls 3.0, Scotland 1.8, Shelby 2.7. Tot. Hslds.: 106,200.

RALEIGH-DURHAM, N.C.— Chatham 2.1, Cumberland 12.4, Durham 10.0, Edgecombe 2.7, Franklin 1.9, Granville 1.8, Halifax 2.8, Harnett 3.5, Hoke 1.0, Johnston 4.4, Lee 2.1, Moore 3.3, Nash 4.0, Northampton 1.0, Orange 5.0, Person 1.6, Sampson 2.4, Scotland 1.6, Vance 1.9, Wake 23.5, Warren 0.9, Wayne 5.2, Wilson 3.4; VA.: Mecklenburg 1.5. Tot. Hslds.: 746,800.

RAPID CITY, S.D.— MONT.: Carter 0.7, Powder River 0.9; NEB.: Banner 0.3, Box Butte 5.5, Grant 0.3, Morrill 2.4, Sheridan 3.0, Sioux 0.7; S.D.: Bennett 1.1, Butte 3.4, Custer 2.7, Fall River 3.2, Haakon 1.0, Harding 0.7, Jackson 1.0, Lawrence 9.4, Meade 8.4, Pennington 36.4, Shannon 2.5, Ziebach 0.7; WYO.: Crook 2.2, Sheridan 10.6, Weston 2.7. Tot. Hslds.: 87,400.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 6.1, Lassen 4.5, Mono 2.1, Placer (eastern portion) 2.3; NEV.: Carson City 8.4, Churchill 3.6, Douglas 5.6, Esmeralda 0.3, Eureka 0.3, Humboldt 2.5, Lander 1.2, Lyon 4.2, Mineral 1.3, Nye (northern portion) 1.6, Pershing 0.9, Storey 0.5, Washoe 54.2. Tot. Hslds.: 195,600.

RICHMOND, VA.— Amelia 0.7, Brunswick 1.2, Buckingham 1.0, Caroline 1.5, Charles City 0.5, Chesterfield 17.6, Colonial Heights city 1.5, Cumberland 0.6, Dinwiddie 1.7, Emporia city 0.4, Essex 0.7, Fluvanna 1.1, Goochland 1.2, Greene 0.9, Greensville 0.7, Hanover 5.4, Henrico 20.9, Hopewell city 2.0, King and Queen 0.5, King William 0.9, Lancaster 1.1, Louisa 1.7, Lunenburg 1.0, Middlesex 0.8, Nelson 1.3, New Kent 0.9, Northumberland 1.0, Nottoway 1.2, Orange 1.8, Petersburg city 3.3, Powhatan 1.1, Prince Edward 1.2, Prince George 1.9, Richmond 0.6, Richmond city 19.2, Sussex 0.9. Tot. Hslds.: 463,800.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.8, Appomattox 1.2, Bath 0.5, Bedford 4.6, Bedford city 0.6, Botetourt 2.4, Buena Vista city 0.6, Campbell 4.7, Carroll 2.7, Charlotte 1.1, Clifton Forge city 0.5, Covington city 0.8, Craig 0.4, Danville city 5.6, Floyd 1.3, Franklin 3.9, Galax city 0.7, Giles 1.7, Grayson 1.7, Halifax 2.8, Henry 5.7, Highland 0.3, Lexington city 0.6, Lynchburg city 6.5, Martinsville city 1.8, Montgomery 6.9, Pittsylvania 5.2, Pulaski 3.4, Radford city 1.3, Roanoke 7.9, Roanoke city 10.5, Rockbridge 1.9, Salem city 2.4, South Boston city 0.7, Wythe 2.6; W.VA.: Pocahontas 0.9. Tot. Hslds.: 387,100.

ROCHESTER, N.Y.— Livingston 5.7, Monroe 72.5, Ontario 9.4, Orleans 3.9, Wayne 8.6. Tot. Hslds.: 378,800.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 14.0, Floyd 4.9, Hancock 3.6, Howard 2.8, Kossuth 5.2, Mitchell 3.1, Winnebago 3.5, Worth 2.4; MINN.: Dodge 4.1, Fillmore 5.7, Freeborn 9.6, Mower 10.9, Olmsted 20.3. Tot. Hslds.: 126,100.

ROCKFORD, ILL.— Boone 7.1, Lee 8.0, Ogle 10.9, Stephenson 12.1, Winnebago 61.9. Tot. Hslds.: 157,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.1, Calaveras 1.3, Colusa 0.5, El Dorado (western portion) 3.6, Nevada 3.0, Placer (western portion) 6.0, Plumas 0.8, Sacramento 36.5, San Joaquin 15.1, Sierra 0.1, Solano (eastern portion) 6.8, Stanislaus 12.3, Sutter 2.3, Tuolumne 1.8, Yolo 4.9, Yuba 1.9. Tot. Hslds.: 1,080,100.

ST. JOSEPH, MO.— Buchanan 70.5, Gentry 5.7, Holt 5.3, Nodaway 16.4, Worth 2.2. Tot. Hslds.: 46,700.

ST. LOUIS, MO.— ILL.: Bond 0.5, Calhoun 0.2, Clinton 1.1, Fayette 0.7, Greene 0.5, Jefferson 1.3, Jersey 0.7, Macoupin 1.8, Madison 8.6, Marion 1.5, Monroe 0.8, Randolph 1.1, St. Clair 8.6, Washington 0.5; MO.: Crawford 0.7, Franklin 2.6, Gasconade 0.5, Iron 0.4, Jefferson 5.5, Lincoln 1.0, Madison 0.4, Montgomery 0.4, Perry 0.6, Pike 0.5, St. Charles 7.3, Ste. Genevieve 0.5, St. Francois 1.8, St. Louis 34.7, St. Louis city 14.4, Warren 0.7, Washington 0.6. Tot. Hslds.: 1,112,300.

SALINAS-MONTEREY, CALIF.— Monterey 54.6, San Benito 5.6, Santa Cruz 39.8. Tot. Hslds.: 212,400.

SALISBURY, MD.— DEL.: Sussex 47.0; MD.: Somerset 8.4, Wicomico 29.6, Worcester 15.0. Tot. Hslds.: 90,400.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.3, Franklin 0.5, Oneida 0.2; NEV.: Elko 2.1, White Pine 0.6; UTAH: Beaver 0.2, Box Elder 1.9, Cache 3.5, Carbon 1.1, Daggett 0.1, Davis 9.4, Duchesne 0.6, Emery 0.5, Garfield 0.2, Grand 0.4, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.5, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 41.3, San Juan 0.6, Sanpete 0.8, Sevier 0.8, Summit 0.9, Tooele 1.5, Uintah 1.1, Utah 12.1, Wasatch 0.5, Washington 2.8, Wayne 0.1, Weber 9.1; WYO.: Sublette 0.3, Sweetwater 2.3, Uinta 1.0, Washakie 0.5. Tot. Hslds.: 588,200.

SAN ANGELO, TEX.— Coke 2.8, Concho 2.0, Crockett 2.8, Irion 1.2, Kimble 3.2, McCulloch 6.9, Menard 1.8, Schleicher 2.0, Sterling 1.0, Sutton 2.8, Tom Green 73.3. Tot. Hslds.: 49,400.

SAN ANTONIO-VICTORIA, TEX.— Atascosa 1.7, Bandera 0.7, Bexar 68.5, Comal 3.3, De Witt 1.1, Dimmit 0.5, Edwards 0.1, Frio 0.7, Goliad 0.4, Gonzales 1.0, Guadalupe 3.8, Karnes 0.7, Kendall 0.9, Kerr 2.4, Kinney 0.2, La Salle 0.3, Lavaca 1.2, McMullen 0.0, Maverick 1.6, Medina 1.5, Real 0.1, Uvalde 1.2, Val Verde 1.9, Victoria 4.2, Wilson 1.3, Zavala 0.5. Tot. Hslds.: 621,100.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 920,000.

SAN FRANCISCO-OAKLAND-SAN JOSE, CALIF.— Alameda 21.3, Contra Costa 13.7, Lake 1.0, Marin 4.3, Mendocino 1.4, Napa 1.9, San Francisco 13.4, San Mateo 10.6, Santa Clara 23.2, Solano (western portion) 2.1, Sonoma 6.9. Tot. Hslds.: 2,278,300.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 38.6, Santa Barbara 61.4. Tot. Hslds.: 216,000.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 130,200.

SAVANNAH, GA.— Appling 2.6, Bacon 1.5, Bryan 2.4, Bulloch 6.6, Candler 1.2, Chatham 35.0, Effingham 4.0, Evans 1.4, Jeff Davis 1.9, Liberty 6.7, Long 0.9, McIntosh 1.4, Montgomery 1.1, Pierce 2.1, Screven 2.1, Tattnall 2.4, Toombs 3.8, Treutlen 0.9, Wayne 3.4; S.C.: Beaufort 13.7, Hampton 2.7, Jasper 2.3. Tot. Hslds.: 204,800.

SEATTLE-TACOMA, WASH.— Chelan 1.5, Clallam 1.7, Douglas 0.7, Grays Harbor 1.8, Island 1.6, Jefferson 0.6, King 44.5, Kitsap 5.1, Kittitas (western portion) 0.2, Lewis 1.6, Mason 1.1, Pacific 0.6, Pierce 15.6, San Juan 0.5, Skagit 2.2, Snohomish 12.7, Thurston 4.5, Whatcom 3.6. Tot. Hslds.: 1,416,800.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.6, Hempstead 2.2, Howard 1.3, Lafayette 1.0, Little River 1.4, Miller 3.9, Sevier 1.4; LA.: Bienville 1.4, Bossier 8.3, Caddo 25.2, Claiborne 1.6, De Soto 2.5, Natchitoches 3.4, Red River 0.9, Sabine 2.2, Webster 4.3; OKLA.: McCurtain 3.3; TEX.: Bowie 8.3, Camp 1.1, Cass 3.1, Franklin 0.8, Harrison 5.7, Marion 1.1, Morris 1.3, Panola 2.3, Red River 1.5, Shelby 2.3, Titus 2.3, Upshur 3.1. Tot. Hslds.: 370,000.

SIOUX CITY, IOWA— Buena Vista 4.9, Cherokee 3.5, Clay 4.5, Dickinson 4.1, Ida 2.1, Monona 2.6, O'Brien 3.8, Palo Alto 2.6, Plymouth 5.5, Sac 3.2, Sioux 6.5, Woodbury 24.1; NEB.: Antelope 1.3, Cedar 2.3, Dakota 3.9, Dixon 1.5, Knox 2.5, Madison 8.0, Pierce 1.9, Stanton 1.4, Thurston 1.5, Wayne 2.1, Wheeler 0.2; S.D.: Clay 2.9, Union 2.8. Tot. Hslds.: 104,300.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.0, Osceola 1.3; MINN.: Lincoln 1.2, Murray 1.6, Nobles 3.4, Pipestone 1.8, Rock 1.6; NEB.: Boyd 0.5, Cherry 1.1, Keya Paha 0.2; S.D.: Aurora 0.5, Beadle 3.3, Bon Homme 1.2, Brookings 4.1, Brown 6.3, Brule 0.8, Buffalo 0.2, Charles Mix 1.5, Clark 0.8, Codington 4.1, Davison 3.2, Day 1.2, Deuel 0.8, Douglas 0.6, Edmunds 0.7, Faulk 0.5, Grant 1.4, Gregory 1.0, Hamlin 0.9, Hand 0.7, Hanson 0.5, Hughes 2.7, Hutchinson 1.5, Hyde 0.2, Jerauld 0.5, Jones 0.2, Kingsbury 1.1, Lake 1.8, Lincoln 2.6, Lyman 0.6, McCook 1.0, McPherson 0.6, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 22.3, Moody 1.1, Potter 0.6, Roberts 1.6, Sanborn 0.5, Spink 1.4, Stanley 0.4, Sully 0.3, Todd 1.1, Tripp 1.2, Turner 1.3, Walworth 1.1, Yankton 3.2. Tot. Hslds.: 218,900.

SOUTH BEND-ELKHART, IND.— Elkhart 19.3, Fulton 2.4, Kosciusko 7.9, La Grange 3.2, Marshall 5.2, Pulaski 1.6, St. Joseph 31.1, Starke 2.8; MICH.: Berrien 20.5, Cass 6.2. Tot. Hslds.: 300,100.

SPOKANE, WASH.— IDA.: Benewah 1.0, Bonner 3.3, Boundary 0.9, Clearwater 1.0, Idaho 1.6, Kootenai 8.5, Latah 3.6, Lewis 0.4, Nez Perce 4.3, Shoshone 1.9; MONT.: Lincoln 2.1, Sanders 1.1; ORE.: Wallowa 0.9; WASH.: Adams 1.4, Asotin 2.2, Columbia 0.5, Ferry 0.7, Garfield 0.3, Grant 6.2, Lincoln 1.1, Okanogan 4.0, Pend Oreille 1.1, Spokane 44.5, Stevens 3.6, Whitman 4.3. Tot. Hslds.: 323,100.

SPRINGFIELD, MASS.— Franklin 11.3, Hampden 68.5, Hampshire 20.2. Tot. Hslds.: 290,400.

SPRINGFIELD, MO.— ARK.: Baxter 4.3, Boone 3.5, Carroll 2.4, Fulton 1.3, Marion 1.6, Newton 0.9, Searcy 1.0; MO.: Barry 3.5, Benton 1.8, Camden 3.6, Cedar 1.5, Christian 3.9, Dade 0.9, Dallas 1.6, Dent 1.6, Douglas 1.4, Greene 25.6, Hickory 1.0, Howell 3.9, Laclede 3.3, Lawrence 3.7, Oregon 1.2, Ozark 1.1, Phelps 4.2, Polk 2.6, Pulaski 3.8, St. Clair 1.1, Shannon 0.9, Stone 2.5, Taney 3.3, Texas 2.6, Webster 2.7, Wright 2.0. Tot. Hslds.: 224,300.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Cass 1.4, Champaign 18.1, Christian 3.8, Coles 5.3, De Witt 1.8, Douglas 2.0, Effingham 3.3, Ford 1.6, Iroquois 3.3, Logan 3.0, Macon 12.7, Menard 1.2, Montgomery 3.2, Morgan 3.8, Moultrie 1.4, Piatt 1.7, Sangamon 20.5, Shelby 2.4, Vermilion 8.5. Tot. Hslds.: 308,300.

SYRACUSE, N.Y.— Cayuga 7.5, Cortland 4.5, Madison 6.1, Oneida (western portion) 8.9, Onondaga 46.9, Oswego 11.1, Schuyler 1.8, Seneca 3.2, Tompkins 8.7, Yates 2.2. Tot. Hslds.: 367,000.

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 6.8, Hamilton 1.8, Jefferson 2.0, Lafayette 1.0, Leon 39.3, Madison 2.8, Suwannee 5.2, Taylor 3.2, Wakulla 2.7; GA.: Brooks 2.7, Decatur 4.6, Echols 0.4, Grady 3.7, Lowndes 13.5, Miller 1.2, Seminole 1.6, Thomas 7.3. Tot. Hslds.: 197,300.

TAMPA-ST. PETERSBURG, FLA.— Citrus 3.5, De Soto 0.7, Hardee 0.5, Hernando 3.7, Highlands 2.5, Hillsborough 27.1, Manatee 7.6, Pasco 10.2, Pinellas 31.2, Polk 12.9. Tot. Hslds.: 1,247,400.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.6, Crawford 4.8, Cumberland 2.5, Edgar 4.9, Jasper 2.5, Lawrence 3.9, Richland 4.0; IND.: Clay 6.0, Daviess 6.4, Greene 7.6, Knox 9.6, Martin 2.4, Parke 3.7, Sullivan 4.6, Vermillion 4.2, Vigo 25.1. Tot. Hslds.: 157,200.

TOLEDO, OHIO— MICH.: Lenawee 7.9; OHIO: Defiance 3.5, Fulton 3.4, Hancock 6.1, Henry 2.6, Lucas 43.9, Ottawa 3.8, Putnam 2.8, Sandusky 5.6, Seneca 5.3, Williams 3.4, Wood 9.9, Wyandot 2.6. Tot. Hslds.: 467,000.

TOPEKA, KANS.— Brown 2.7, Clay 2.3, Coffey 2.1, Geary 6.8, Jackson 2.7, Jefferson 3.5, Lyon 8.3, Marshall 2.9, Morris 1.6, Nemaha 2.6, Osage 3.7, Pottawatomie 3.8, Riley 13.5, Shawnee 41.4, Wabaunsee 1.5. Tot. Hslds.: 156,000.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 3.9, Benzie 2.7, Charlevoix 4.6, Cheboygan 4.5, Chippewa 6.5, Crawford 2.5, Emmet 5.4, Grand Traverse 13.7, Kalkaska 2.6, Lake 2.0, Leelanau 3.5, Luce 1.1, Mackinac 2.4, Manistee 4.7, Mason 5.5, Mecosta 6.8, Missaukee 2.5, Montmorency 2.0, Osceola 4.1, Oscoda 1.8, Otsego 3.7, Presque Isle 3.0, Roscommon 4.8, Wexford 5.8. Tot. Hslds.: 182,900.

TUCSON, ARIZ.— Apache (southern portion) 1.3, Cochise 11.9, Pima 84.0, Santa Cruz 2.8. Tot. Hslds.: 323,700.

TULSA, OKLA.— KANS.: Chautauqua 0.4, Montgomery 3.4; OKLA.: Adair 1.4, Cherokee 2.9, Craig 1.2, Creek 5.0, Delaware 2.5, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.8, Muskogee 5.8, Nowata 0.9, Okfuskee 0.9, Okmulgee 3.1, Osage 3.4, Pawnee 1.4, Pittsburg 3.6, Rogers 4.5, Tulsa 40.5, Wagoner 3.0, Washington 4.2. Tot. Hslds.: 440,700.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 55,400.

TWIN FALLS, IDA.— Gooding 14.2, Jerome 17.5, Lincoln 3.9, Twin Falls 64.4. Tot. Hslds.: 30,900.

TYLER-LONGVIEW-JACKSONVILLE, TEX.— Angelina 12.2, Cherokee 7.5, Gregg 19.4, Houston 3.6, Nacogdoches 9.9, Rusk 8.0, Sabine 2.0, San Augustine 1.5, Smith 28.1, Trinity 2.3, Wood 5.7. Tot. Hslds.: 267,200.

UTICA, N.Y.— Herkimer 23.8, Oneida (eastern portion) 55.1, Otsego 21.1. Tot. Hslds.: 104,900.

WACO-TEMPLE-BRYAN, TEX.— Bell 27.2, Brazos 17.6, Burleson 2.1, Coryell 7.0, Falls 2.5, Lampasas 2.1, Leon 2.0, Limestone 3.0, McLennan 28.0, Madison 1.3, Milam 3.4, Mills 0.7, Robertson 2.3, San Saba 0.8. Tot. Hslds.: 253,500.

WASHINGTON, D.C.— District of Columbia 13.6; MD.: Allegany 1.6, Calvert 1.0, Charles 1.9, Frederick 3.1, Montgomery 16.6, Prince George's 14.6, St. Mary's 1.5; PA.: Franklin 2.6; VA.: Alexandria city 3.0, Arlington 4.4, Clarke 0.2, Culpeper 0.6, Fairfax 17.0, Fairfax city 0.4, Falls Church city 0.2, Fauquier 1.0, Frederick 1.0, Fredericksburg city 0.5, King George 0.3, Loudoun 1.8, Madison 0.2, Manassas city 0.6, Manassas Park city 0.1, Prince William 4.1, Rappahannock 0.1, Shenandoah 0.7, Spotsylvania 1.1, Stafford 1.2, Warren 0.6, Westmoreland 0.3, Winchester city 0.5; W.VA.: Berkeley 1.3, Hampshire 0.4, Hardy 0.2, Jefferson 0.7, Mineral 0.6, Morgan 0.3. Tot. Hslds.: 1,794,000.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 45.7, Lewis 11.0, St. Lawrence 43.3. Tot. Hslds.: 87,300.

WAUSAU-RHINELANDER, WISC.— Adams 3.7, Clark 6.9, Forest 2.0, Langlade 4.7, Lincoln 6.3, Marathon 25.8, Oneida 7.8, Portage 13.4, Price 3.7, Taylor 4.2, Vilas 4.5, Wood 17.0. Tot. Hslds.: 163,400.

WEST PALM BEACH-FT. PIERCE-VERO BEACH, FLA.— Indian River 7.3, Martin 8.3, Okeechobee 2.0, Palm Beach 71.2, St. Lucie 11.3. Tot. Hslds.: 551,000.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 17.9, Carroll 6.3, Guernsey 9.6, Harrison 3.9, Jefferson 20.0, Monroe 3.7, Noble 2.7; W.VA.: Brooke 6.5, Marshall 9.1, Ohio 13.2, Tyler 2.4, Wetzel 4.7. Tot. Hslds.: 154,600.

WICHITA-HUTCHINSON, KANS.— Barber 0.5, Barton 2.6, Butler 4.5, Chase 0.3, Cheyenne 0.3, Clark 0.2, Comanche 0.2, Cowley 3.3, Decatur 0.4, Dickinson 1.8, Edwards 0.4, Elk 0.3, Ellis 2.4, Ellsworth 0.6, Finney 2.6, Ford 2.3, Gove 0.3, Graham 0.3, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.7, Hamilton 0.2, Harper 0.7, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.7, Kiowa 0.3, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.4, Marion 1.2, Meade 0.4, Mitchell 0.7, Morton 0.3, Ness 0.4, Norton 0.5, Osborne 0.5, Ottawa 0.5, Pawnee 0.7, Pratt 0.9, Rawlins 0.3, Reno 5.6, Rice 0.9, Rooks 0.5, Rush 0.4, Russell 0.8, Saline 4.7, Scott 0.5, Sedgwick 37.7, Seward 1.6, Sheridan 0.3, Sherman 0.6, Stafford 0.5, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.7, Trego 0.4, Wallace 0.2, Wichita 0.2; NEB.: Dundy 0.3, Hitchcock 0.3; OKLA.: Beaver 0.5. Tot. Hslds.: 424,400.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 24.0, Cotton 1.7, Jackson 6.6, Jefferson 1.8, Kiowa 2.9, Stephens 10.6, Tillman 2.5; TEX.: Archer 1.9, Baylor 1.2, Clay 2.4, Foard 0.4, Hardeman 1.3, Knox 1.2, Montague 4.3, Throckmorton 0.5, Wichita 30.7, Wilbarger 3.0, Young 4.4. Tot. Hslds.: 157,300.

WILKES BARRE-SCRANTON, PA.— Carbon 4.3, Clinton 2.8, Columbia 4.5, Lackawanna 16.0, Luzerne 24.3, Lycoming 8.6, Monroe 6.9, Montour 1.2, Northumberland 7.3, Schuylkill 11.4, Snyder 2.5, Sullivan 0.4, Susquehanna 2.9, Union 2.3, Wayne 2.9, Wyoming 2.0. Tot. Hslds.: 530,200.

WILMINGTON, N.C.— Bladen 7.3, Brunswick 14.3, Columbus 12.6, New Hanover 33.2, Pender 7.9, Robeson 24.7. Tot. Hslds.: 148,300.

YAKIMA-PASCO-RICHLAND-KENNEWICK, WASH.— ORE.: Morrow 1.6, Umatilla 12.8; WASH.: Benton 24.8, Franklin 7.1, Kittitas (eastern portion) 4.8, Walla Walla 10.2, Yakima 38.8. Tot. Hslds.: 172,400.

YOUNGSTOWN, OHIO— Columbiana 15.0, Mahoning 36.8, Trumbull 31.6; PA.: Mercer 16.6. Tot. Hslds.: 272,700.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 31,000.

Population

ADI	(Thous.)	Rank
New York, N.Y.	18,758.4	1
Los Angeles, Calif.	14,910.2	2
Chicago, Ill.	8,447.7	3
Philadelphia, Pa.	7,245.8	4
San Francisco–Oakland–San Jose, Calif.	6,115.4	5
Boston, Mass.	5,745.7	6
Washington, D.C.	4,852.3	7
Dallas–Ft. Worth, Tex.	4,769.6	8
Detroit, Mich.	4,689.5	9
Houston, Tex.	4,097.4	10
Atlanta, Ga.	3,933.2	11
Cleveland, Ohio	3,757.6	12
Minneapolis–St. Paul, Minn.	3,718.2	13
Seattle–Tacoma, Wash.	3,645.9	14
Miami–Ft. Lauderdale, Fla.	3,367.3	15
Sacramento–Stockton, Calif.	3,015.3	16
Tampa–St. Petersburg, Fla.	2,998.4	17
St. Louis, Mo.	2,946.1	18
Pittsburgh, Pa.	2,941.0	19
Phoenix, Ariz.	2,749.2	20
Denver, Colo.	2,626.5	21
Baltimore, Md.	2,612.2	22
San Diego, Calif.	2,604.4	23
Hartford–New Haven, Conn.	2,488.6	24
Orlando–Daytona Beach–Melbourne, Fla.	2,378.8	25
Portland, Ore.	2,342.8	26
Indianapolis, Ind.	2,328.7	27
Milwaukee, Wisc.	2,080.1	28
Cincinnati, Ohio	2,030.8	29
Kansas City, Mo.	2,008.3	30
Raleigh–Durham, N.C.	1,988.1	31
Charlotte, N.C.	1,985.0	32
Nashville, Tenn.	1,911.2	33
Salt Lake City, Utah	1,906.0	34
Columbus, Ohio	1,856.8	35
San Antonio–Victoria, Tex.	1,800.6	36
Greenville–Spartanburg–Asheville, S.C.–N.C.	1,729.2	37
Grand Rapids–Kalamazoo–Battle Creek, Mich.	1,726.9	38
Norfolk–Portsmouth–Newport News–Hampton, Va.	1,691.1	39
New Orleans, La.	1,676.0	40
Memphis, Tenn.	1,641.2	41
Buffalo, N.Y.	1,627.0	42
Providence–New Bedford, R.I.–Mass.	1,535.7	43
Harrisburg–York–Lancaster–Lebanon, Pa.	1,530.5	44
Oklahoma City, Okla.	1,471.9	45
Albuquerque, N.M.	1,468.3	46
Louisville, Ky.	1,445.0	47
Fresno–Visalia, Calif.	1,443.1	48
Wilkes-Barre–Scranton, Pa.	1,384.3	49
Birmingham, Ala.	1,382.4	50
Greensboro–Winston-Salem–High Point, N.C.	1,351.4	51
Dayton, Ohio	1,337.3	52
Albany–Schenectady–Troy, N.Y.	1,337.0	53
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	1,320.6	54
Charleston–Huntington, W.Va.	1,264.0	55
Jacksonville, Fla.	1,263.6	56
Flint–Saginaw–Bay City, Mich.	1,236.8	57
Little Rock, Ark.	1,193.8	58
Richmond, Va.	1,163.5	59
Tulsa, Okla.	1,157.5	60
Mobile–Pensacola, Ala.–Fla.	1,122.4	61
Toledo, Ohio	1,103.8	62
Wichita–Hutchinson, Kans.	1,100.8	63
Knoxville, Tenn.	1,075.7	64
Syracuse, N.Y.	1,058.0	65
Green Bay–Appleton, Wisc.	1,031.7	66
Rochester, N.Y.	1,008.0	67
Roanoke–Lynchburg, Va.	1,006.5	68
Shreveport–Texarkana, La.–Tex.–Ark.	1,002.6	69
Austin, Tex.	982.3	70
Lexington, Ky.	973.1	71
Des Moines, Iowa	957.2	72
Omaha, Neb.	946.7	73
Springfield–Decatur–Champaign, Ill.	930.3	74
Portland–Poland Spring, Maine	898.7	75
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	854.9	76
Spokane, Wash.	838.7	77
Tucson, Ariz.	837.7	78
Springfield, Mo.	835.4	79
Las Vegas, Nev.	831.8	80
Columbia, S.C.	830.8	81
Jackson, Miss.	815.9	82
South Bend–Elkhart, Ind.	815.7	83
Cedar Rapids–Waterloo–Dubuque, Iowa	807.4	84
Huntsville–Decatur–Florence, Ala.	801.6	85
Davenport–Rock Island–Moline, Iowa–Ill.	781.8	86
Johnstown–Altoona, Pa.	764.8	87
Chattanooga, Tenn.	764.5	88
El Paso, Tex.	762.8	89
Burlington–Plattsburgh, Vt.–N.Y.	741.3	90
Bristol–Kingsport–Johnson City, Tenn.	738.1	91
McAllen–Brownsville, Tex.	733.7	92
Baton Rouge, La.	732.7	93
Madison, Wisc.	727.1	94
Youngstown, Ohio	717.3	95
Waco–Temple–Bryan, Tex.	716.3	96
Evansville, Ind.	687.4	97
Springfield, Mass.	678.9	98
Ft. Myers–Naples, Fla.	675.5	99
Savannah, Ga.	663.0	100
Colorado Springs–Pueblo, Colo.	649.4	101
Greenville–New Bern–Washington, N.C.	646.9	102
Charleston, S.C.	643.9	103
Salinas–Monterey, Calif.	640.4	104
Ft. Wayne, Ind.	639.5	105
Lansing, Mich.	633.5	106
Lincoln–Hastings–Kearney, Neb.	623.0	107
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	603.7	108
Peoria–Bloomington, Ill.	587.8	109
Augusta, Ga.	584.2	110
Montgomery–Selma, Ala.	582.7	111
Sioux Falls–Mitchell, S.D.	576.8	112
Fargo, N.D.	571.2	113
Tyler–Longview–Jacksonville, Tex.	554.0	114
Tallahassee–Thomasville, Fla.–Ga.	541.8	115
Lafayette, La.	527.9	116
Macon, Ga.	509.6	117
Reno, Nev.	509.3	118
Corpus Christi, Tex.	507.3	119
Columbus, Ga.	504.8	120
Ft. Smith, Ark.	502.1	121
Bakersfield, Calif.	500.1	122
Traverse City–Cadillac, Mich.	486.3	123
Yakima–Pasco–Richland–Kennewick, Wash.	481.0	124
Monroe–El Dorado, La.–Ark.	478.3	125
Columbus–Tupelo, Miss.	474.5	126
La Crosse–Eau Claire, Wisc.	455.6	127
Amarillo, Tex.	447.4	128
Eugene, Ore.	444.5	129
Wausau–Rhinelander, Wisc.	441.8	130
Chico–Redding, Calif.	437.2	131
Boise, Ida.	432.2	132
Duluth–Superior, Minn.–Wisc.	431.8	133
Binghamton, N.Y.	425.7	134
Wichita Falls–Lawton, Tex.–Okla.	424.3	135
Florence–Myrtle Beach, S.C.	422.4	136
Beaumont–Port Arthur, Tex.	419.5	137
Topeka, Kans.	418.4	138
Rockford, Ill.	414.9	139
Sioux City, Iowa	412.3	140
Terre Haute, Ind.	411.2	141
Erie, Pa.	410.4	142
Wheeling–Steubenville, W.Va.–Ohio	399.6	143
Wilmington, N.C.	392.0	144
Odessa–Midland, Tex.	382.7	145
Lubbock, Tex.	378.9	146
Albany, Ga.	366.0	147
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	365.4	148
Columbia–Jefferson City, Mo.	362.6	149
Bluefield–Beckley–Oak Hill, W.Va.	359.4	150
Medford, Ore.	356.6	151
Joplin–Pittsburg, Mo.–Kans.	353.2	152
Rochester–Mason City–Austin, Minn.–Iowa	349.9	153
Bangor, Maine	334.9	154
Idaho Falls–Pocatello, Ida.	327.4	155
Biloxi–Gulfport–Pascagoula, Miss.	302.2	156
Abilene–Sweetwater, Tex.	288.9	157
Sarasota, Fla.	287.8	158
Utica, N.Y.	284.0	159
Palm Springs, Calif.	277.4	160
Quincy–Hannibal, Ill.–Mo.	275.2	161
Clarksburg–Weston, W.Va.	266.7	162
Watertown–Carthage, N.Y.	257.6	163
Panama City, Fla.	257.3	164
Salisbury, Md.	253.2	165
Alexandria, La.	251.5	166
Laurel–Hattiesburg, Miss.	251.5	166
Dothan, Ala.	240.2	168
Rapid City, S.D.	238.3	169
Elmira, N.Y.	236.2	170
Gainesville, Fla.	234.5	171
Lake Charles, La.	232.1	172
Harrisonburg, Va.	229.7	173
El Centro–Yuma, Calif.–Ariz.	228.7	174
Billings–Hardin, Mont.	224.1	175
Greenwood–Greenville, Miss.	219.8	176
Jonesboro, Ark.	210.7	177
Missoula, Mont.	192.8	178
Ardmore–Ada, Okla.	184.3	179
Meridian, Miss.	180.4	180
Great Falls, Mont.	169.3	181
Jackson, Tenn.	161.3	182
Grand Junction–Durango, Colo.	159.2	183
Tuscaloosa, Ala.	153.4	184
Marquette, Mich.	151.6	185
Eureka, Calif.	149.4	186
Laredo, Tex.	149.0	187
Parkersburg, W.Va.	148.6	188
San Angelo, Tex.	135.8	189
Lafayette, Ind.	132.3	190
Butte, Mont.	127.9	191
Bowling Green, Ky.	122.8	192
Hagerstown, Md.	122.7	193
St. Joseph, Mo.	119.2	194
Anniston, Ala.	116.7	195
Lima, Ohio	110.6	196
Charlottesville, Va.	110.3	197
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	109.9	198
Casper–Riverton, Wyo.	108.6	199
Flagstaff, Ariz.	100.9	200
Ottumwa–Kirksville, Iowa–Mo.	87.2	201
Presque Isle, Maine	86.2	202
Twin Falls, Ida.	84.2	203
Zanesville, Ohio	82.5	204
Mankato, Minn.	81.9	205
Bend, Ore.	78.0	206
Helena, Mont.	48.2	207
North Platte, Neb.	44.9	208
Alpena, Mich.	40.8	209

Households

ADI	(Thous.)	Rank
New York, N.Y.	6,827.0	1
Los Angeles, Calif.	4,996.8	2
Chicago, Ill.	3,037.3	3
Philadelphia, Pa.	2,664.4	4
San Francisco-Oakland-San Jose, Calif.	2,276.2	5
Boston, Mass.	2,141.9	6
Washington, D.C.	1,794.8	7
Dallas-Ft. Worth, Tex.	1,779.0	8
Detroit, Mich.	1,733.5	9
Houston, Tex.	1,464.1	10
Atlanta, Ga.	1,460.0	11
Cleveland, Ohio	1,427.6	12
Seattle-Tacoma, Wash.	1,418.5	13
Minneapolis-St. Paul, Minn.	1,394.9	14
Miami-Ft. Lauderdale, Fla.	1,291.6	15
Tampa-St. Petersburg, Fla.	1,247.4	16
Pittsburgh, Pa.	1,153.9	17
St. Louis, Mo.	1,112.3	18
Sacramento-Stockton, Calif.	1,080.1	19
Phoenix, Ariz.	1,037.3	20
Denver, Colo.	1,034.6	21
Baltimore, Md.	966.0	22
Hartford-New Haven, Conn.	935.8	23
Orlando-Daytona Beach-Melbourne, Fla.	933.5	24
San Diego, Calif.	920.6	25
Portland, Ore.	902.4	26
Indianapolis, Ind.	884.9	27
Milwaukee, Wisc.	773.6	28
Kansas City, Mo.	770.2	29
Cincinnati, Ohio	758.2	30
Charlotte, N.C.	752.4	31
Raleigh-Durham, N.C.	745.5	32
Nashville, Tenn.	723.2	33
Columbus, Ohio	698.1	34
Greenville-Spartanburg-Asheville, S.C.-N.C.	665.0	35
Grand Rapids-Kalamazoo-Battle Creek, Mich.	621.4	36
Buffalo, N.Y.	621.3	37
San Antonio-Victoria, Tex.	621.1	38
Norfolk-Portsmouth-Newport News-Hampton, Va.	604.4	39
New Orleans, La.	604.3	40
Salt Lake City, Utah	598.2	41
Memphis, Tenn.	594.7	42
Providence-New Bedford, R.I.-Mass.	575.4	43
Harrisburg-York-Lancaster-Lebanon, Pa.	572.1	44
Oklahoma City, Okla.	565.7	45
West Palm Beach-Ft. Pierce-Vero Beach, Fla.	551.6	46
Louisville, Ky.	546.4	47
Greensboro-Winston-Salem-High Point, N.C.	531.7	48
Wilkes-Barre-Scranton, Pa.	528.2	49
Albuquerque, N.M.	525.5	50
Birmingham, Ala.	523.2	51
Albany-Schenectady-Troy, N.Y.	510.8	52
Dayton, Ohio	505.2	53
Charleston-Huntington, W.Va.	475.2	54
Jacksonville, Fla.	471.9	55
Fresno-Visalia, Calif.	460.3	56
Flint-Saginaw-Bay City, Mich.	456.8	57
Little Rock, Ark.	453.3	58
Tulsa, Okla.	449.7	59
Richmond, Va.	440.8	60
Wichita-Hutchinson, Kans.	424.8	61
Knoxville, Tenn.	414.8	62
Mobile-Pensacola, Ala.-Fla.	411.8	63
Toledo, Ohio	407.0	64
Roanoke-Lynchburg, Va.	387.1	65
Syracuse, N.Y.	387.0	66
Green Bay-Appleton, Wisc.	385.2	67
Austin, Tex.	380.2	68
Rochester, N.Y.	376.8	69
Des Moines, Iowa	372.9	70
Shreveport-Texarkana, La.-Tex.-Ark.	371.0	71
Lexington, Ky.	363.7	72
Omaha, Neb.	358.8	73
Springfield-Decatur-Champaign, Ill.	356.3	74
Portland-Poland Spring, Maine	345.2	75
Paducah-Cape Girardeau-Harrisburg-Marion, Ky.-Mo.-Ill.	334.6	76
Springfield, Mo.	324.3	77
Spokane, Wash.	322.1	78
Las Vegas, Nev.	321.3	79
Tucson, Ariz.	320.7	80
Huntsville-Decatur-Florence, Ala.	306.5	81
Cedar Rapids-Waterloo-Dubuque, Iowa	303.2	82
Davenport-Rock Island-Moline, Iowa-Ill.	301.8	83
South Bend-Elkhart, Ind.	300.1	84
Columbia, S.C.	292.1	85
Chattanooga, Tenn.	290.9	86
Jackson, Miss.	288.9	87
Johnstown-Altoona, Pa.	286.1	88
Bristol-Kingsport-Johnson City, Tenn.	283.1	89
Ft. Myers-Naples, Fla.	279.6	90
Madison, Wisc.	278.3	91
Youngstown, Ohio	272.7	92
Burlington-Plattsburgh, Vt.-N.Y.	271.7	93
Evansville, Ind.	263.1	94
Baton Rouge, La.	254.0	95
Waco-Temple-Bryan, Tex.	253.5	96
Springfield, Mass.	250.4	97
Colorado Springs-Pueblo, Colo.	243.2	98
Lincoln-Hastings-Kearney, Neb.	243.2	98
Ft. Wayne, Ind.	235.9	100
Savannah, Ga.	234.8	101
El Paso, Tex.	233.8	102
Lansing, Mich.	229.1	103
Greenville-New Bern-Washington, N.C.	228.6	104
Charleston, S.C.	225.1	105
Peoria-Bloomington, Ill.	221.1	106
Sioux Falls-Mitchell, S.D.	218.9	107
Fargo, N.D.	215.9	108
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	215.5	109
Salinas-Monterey, Calif.	212.4	110
Montgomery-Selma, Ala.	209.8	111
Augusta, Ga.	207.9	112
Tyler-Longview-Jacksonville, Tex.	207.2	113
McAllen-Brownsville, Tex.	199.7	114
Tallahassee-Thomasville, Fla.-Ga.	197.5	115
Reno, Nev.	196.8	116
Ft. Smith, Ark.	191.0	117
Lafayette, La.	185.3	118
Macon, Ga.	183.1	119
Traverse City-Cadillac, Mich.	182.9	120
Columbus, Ga.	182.1	121
Eugene, Ore.	173.7	122
Columbus-Tupelo, Miss.	173.4	123
Yakima-Pasco-Richland-Kennewick, Wash.	172.8	124
Corpus Christi, Tex.	171.7	125
Duluth-Superior, Minn.-Wisc.	170.7	126
Monroe-El Dorado, La.-Ark.	169.4	127
La Crosse-Eau Claire, Wisc.	168.6	128
Chico-Redding, Calif.	168.3	129
Amarillo, Tex.	168.0	130
Bakersfield, Calif.	166.2	131
Wausau-Rhinelander, Wisc.	163.4	132
Binghamton, N.Y.	160.5	133
Boise, Ida.	159.3	134
Rockford, Ill.	157.3	135
Wichita Falls-Lawton, Tex.-Okla.	157.3	135
Terre Haute, Ind.	157.2	137
Topeka, Kans.	156.5	138
Beaumont-Port Arthur, Tex.	155.5	139
Wheeling-Steubenville, W.Va.-Ohio	154.5	140
Sioux City, Iowa	154.3	141
Florence-Myrtle Beach, S.C.	153.6	142
Erie, Pa.	152.8	143
Wilmington, N.C.	148.3	144
Medford, Ore.	141.1	145
Joplin-Pittsburg, Mo.-Kans.	139.6	146
Bluefield-Beckley-Oak Hill, W.Va.	137.2	147
Minot-Bismarck-Dickinson-Glendive, N.D.-Mont.	136.6	148
Rochester-Mason City-Austin, Minn.-Iowa	136.1	149
Lubbock, Tex.	135.3	150
Columbia-Jefferson City, Mo.	134.4	151
Odessa-Midland, Tex.	134.3	152
Sarasota, Fla.	130.2	153
Albany, Ga.	129.5	154
Bangor, Maine	125.9	155
Abilene-Sweetwater, Tex.	108.4	156
Idaho Falls-Pocatello, Ida.	108.2	157
Biloxi-Gulfport-Pascagoula, Miss.	107.1	158
Quincy-Hannibal, Ill.-Mo.	105.2	159
Utica, N.Y.	104.5	160
Clarksburg-Weston, W.Va.	102.0	161
Panama City, Fla.	97.1	162
Salisbury, Md.	96.4	163
Palm Springs, Calif.	94.9	164
Gainesville, Fla.	91.3	165
Laurel-Hattiesburg, Miss.	90.7	166
Dothan, Ala.	89.7	167
Elmira, N.Y.	88.1	168
Watertown-Carthage, N.Y.	87.5	169
Rapid City, S.D.	87.4	170
Billings-Hardin, Mont.	85.7	171
Alexandria, La.	85.5	172
Harrisonburg, Va.	84.5	173
Jonesboro, Ark.	82.7	174
Lake Charles, La.	81.4	175
Missoula, Mont.	74.8	176
Greenwood-Greenville, Miss.	71.3	177
Ardmore-Ada, Okla.	71.1	178
El Centro-Yuma, Calif.-Ariz.	70.9	179
Meridian, Miss.	65.5	180
Great Falls, Mont.	63.5	181
Jackson, Tenn.	62.3	182
Grand Junction-Durango, Colo.	61.6	183
Parkersburg, W.Va.	57.7	184
Marquette, Mich.	56.9	185
Eureka, Calif.	56.7	186
Tuscaloosa, Ala.	56.4	187
Butte, Mont.	49.4	188
San Angelo, Tex.	49.4	188
Lafayette, Ind.	46.3	190
Bowling Green, Ky.	46.1	191
St. Joseph, Mo.	45.7	192
Hagerstown, Md.	45.2	193
Anniston, Ala.	43.1	194
Cheyenne-Scottsbluff (Sterling), Wyo.-Neb.	42.6	195
Charlottesville, Va.	41.4	196
Casper-Riverton, Wyo.	41.1	197
Lima, Ohio	39.5	198
Laredo, Tex.	38.8	199
Ottumwa-Kirksville, Iowa-Mo.	33.9	200
Presque Isle, Maine	31.2	201
Flagstaff, Ariz.	31.0	202
Zanesville, Ohio	31.0	202
Twin Falls, Ida.	30.9	204
Bend, Ore.	30.5	205
Mankato, Minn.	30.3	206
Helena, Mont.	19.0	207
North Platte, Neb.	17.7	208
Alpena, Mich.	16.1	209

Effective Buying Income (EBI)

ADI	($000)	Rank
New York, N.Y.	356,697,241	1
Los Angeles, Calif.	235,424,694	2
Chicago, Ill.	145,642,332	3
Philadelphia, Pa.	122,798,844	4
San Francisco–Oakland–San Jose, Calif.	115,711,319	5
Boston, Mass.	102,667,608	6
Washington, D.C.	93,460,749	7
Dallas–Ft. Worth, Tex.	76,854,959	8
Detroit, Mich.	73,930,911	9
Houston, Tex.	63,856,916	10
Seattle–Tacoma, Wash.	60,347,020	11
Atlanta, Ga.	58,900,116	12
Minneapolis–St. Paul, Minn.	55,240,216	13
Cleveland, Ohio	53,529,805	14
Miami–Ft. Lauderdale, Fla.	49,585,090	15
Hartford–New Haven, Conn.	45,346,645	16
St. Louis, Mo.	44,213,680	17
Sacramento–Stockton, Calif.	42,868,471	18
Denver, Colo.	42,207,980	19
Tampa–St. Petersburg, Fla.	41,114,509	20
Pittsburgh, Pa.	41,067,332	21
Baltimore, Md.	40,899,658	22
San Diego, Calif.	40,840,447	23
Phoenix, Ariz.	36,710,521	24
Portland, Ore.	33,521,985	25
Orlando–Daytona Beach–Melbourne, Fla.	33,325,089	26
Indianapolis, Ind.	33,018,758	27
Milwaukee, Wisc.	31,101,242	28
Kansas City, Mo.	30,564,352	29
Cincinnati, Ohio	29,554,868	30
Charlotte, N.C.	26,605,585	31
Columbus, Ohio	26,365,307	32
Raleigh–Durham, N.C.	26,254,511	33
Nashville, Tenn.	25,355,892	34
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	23,799,268	35
Grand Rapids–Kalamazoo–Battle Creek, Mich.	23,270,113	36
Harrisburg–York–Lancaster–Lebanon, Pa.	23,144,886	37
Norfolk–Portsmouth–Newport News–Hampton, Va.	22,257,599	38
Salt Lake City, Utah	22,133,513	39
Providence–New Bedford, R.I.–Mass.	22,000,452	40
New Orleans, La.	21,348,668	41
San Antonio–Victoria, Tex.	21,329,881	42
Greenville–Spartanburg–Asheville, S.C.–N.C.	21,239,204	43
Buffalo, N.Y.	21,028,733	44
Albany–Schenectady–Troy, N.Y.	20,077,337	45
Memphis, Tenn.	19,508,381	46
Louisville, Ky.	18,994,670	47
Dayton, Ohio	18,939,935	48
Greensboro–Winston-Salem–High Point, N.C.	18,273,362	49
Oklahoma City, Okla.	17,905,422	50
Wilkes-Barre–Scranton, Pa.	17,619,085	51
Birmingham, Ala.	17,453,902	52
Albuquerque, N.M.	17,101,753	53
Richmond, Va.	16,957,731	54
Jacksonville, Fla.	16,666,495	55
Fresno–Visalia, Calif.	16,177,223	56
Flint–Saginaw–Bay City, Mich.	15,812,132	57
Rochester, N.Y.	15,453,199	58
Wichita–Hutchinson, Kans.	15,065,393	59
Toledo, Ohio	14,697,752	60
Austin, Tex.	14,683,405	61
Little Rock, Ark.	14,453,656	62
Syracuse, N.Y.	14,384,968	63
Tulsa, Okla.	14,026,073	64
Omaha, Neb.	13,709,233	65
Green Bay–Appleton, Wisc.	13,676,352	66
Des Moines, Iowa	13,596,179	67
Charleston–Huntington, W.Va.	13,398,522	68
Mobile–Pensacola, Ala.–Fla.	13,395,750	69
Springfield–Decatur–Champaign, Ill.	13,161,947	70
Knoxville, Tenn.	12,855,277	71
Portland–Poland Spring, Maine	12,813,373	72
Las Vegas, Nev.	12,215,345	73
Roanoke–Lynchburg, Va.	11,962,553	74
Lexington, Ky.	11,380,812	75
Shreveport–Texarkana, La.–Tex.–Ark.	11,334,824	76
Cedar Rapids–Waterloo–Dubuque, Iowa	11,048,250	77
Ft. Myers–Naples, Fla.	10,979,878	78
South Bend–Elkhart, Ind.	10,806,385	79
Madison, Wisc.	10,709,505	80
Davenport–Rock Island–Moline, Iowa–Ill.	10,598,113	81
Spokane, Wash.	10,495,397	82
Huntsville–Decatur–Florence, Ala.	10,428,174	83
Columbia, S.C.	9,995,739	84
Tucson, Ariz.	9,922,300	85
Springfield, Mass.	9,852,214	86
Burlington–Plattsburgh, Vt.–N.Y.	9,788,078	87
Salinas–Monterey, Calif.	9,733,359	88
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	9,694,817	89
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	9,582,192	90
Springfield, Mo.	9,396,453	91
Baton Rouge, La.	9,223,490	92
Chattanooga, Tenn.	9,215,310	93
Jackson, Miss.	8,871,825	94
Johnstown–Altoona, Pa.	8,821,512	95
Lansing, Mich.	8,815,910	96
Youngstown, Ohio	8,775,225	97
Evansville, Ind.	8,648,994	98
Ft. Wayne, Ind.	8,613,032	99
Peoria–Bloomington, Ill.	8,597,452	100
Lincoln–Hastings–Kearney, Neb.	8,454,070	101
Waco–Temple–Bryan, Tex.	8,285,779	102
Colorado Springs–Pueblo, Colo.	8,167,999	103
Bristol–Kingsport–Johnson City, Tenn.	7,999,221	104
Reno, Nev.	7,798,566	105
Charleston, S.C.	7,633,198	106
Sioux Falls–Mitchell, S.D.	7,609,699	107
El Paso, Tex.	7,371,630	108
Savannah, Ga.	7,330,095	109
Greenville–New Bern–Washington, N.C.	7,261,026	110
Fargo, N.D.	6,925,878	111
Tyler–Longview–Jacksonville, Tex.	6,802,625	112
Augusta, Ga.	6,465,081	113
Montgomery–Selma, Ala.	6,447,481	114
Rockford, Ill.	6,228,310	115
Tallahassee–Thomasville, Fla.–Ga.	6,152,802	116
Bakersfield, Calif.	6,091,194	117
Ft. Smith, Ark.	5,878,072	118
Macon, Ga.	5,787,618	119
Boise, Ida.	5,786,354	120
Yakima–Pasco–Richland–Kennewick, Wash.	5,774,222	121
Corpus Christi, Tex.	5,738,731	122
Binghamton, N.Y.	5,636,943	123
Lafayette, La.	5,572,629	124
Traverse City–Cadillac, Mich.	5,493,658	125
Wausau–Rhinelander, Wisc.	5,493,005	126
La Crosse–Eau Claire, Wisc.	5,461,325	127
Eugene, Ore.	5,458,071	128
Amarillo, Tex.	5,417,875	129
Topeka, Kans.	5,415,269	130
Columbus, Ga.	5,403,335	131
McAllen–Brownsville, Tex.	5,363,973	132
Erie, Pa.	5,277,730	133
Chico–Redding, Calif.	5,196,073	134
Sioux City, Iowa	5,144,805	135
Beaumont–Port Arthur, Tex.	5,119,519	136
Sarasota, Fla.	5,059,593	137
Duluth–Superior, Minn.–Wisc.	5,049,006	138
Monroe–El Dorado, La.–Ark.	4,986,914	139
Terre Haute, Ind.	4,906,547	140
Columbus–Tupelo, Miss.	4,868,107	141
Wichita Falls–Lawton, Tex.–Okla.	4,789,869	142
Odessa–Midland, Tex.	4,718,158	143
Wheeling–Steubenville, W.Va.–Ohio	4,648,875	144
Florence–Myrtle Beach, S.C.	4,635,295	145
Rochester–Mason City–Austin, Minn.–Iowa	4,616,621	146
Columbia–Jefferson City, Mo.	4,582,343	147
Lubbock, Tex.	4,480,370	148
Wilmington, N.C.	4,436,924	149
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	4,324,461	150
Medford, Ore.	4,252,245	151
Bangor, Maine	4,012,565	152
Palm Springs, Calif.	3,943,384	153
Joplin–Pittsburg, Mo.–Kans.	3,911,594	154
Idaho Falls–Pocatello, Ida.	3,851,026	155
Bluefield–Beckley–Oak Hill, W.Va.	3,586,789	156
Utica, N.Y.	3,535,230	157
Albany, Ga.	3,511,577	158
Abilene–Sweetwater, Tex.	3,295,046	159
Biloxi–Gulfport–Pascagoula, Miss.	3,290,386	160
Quincy–Hannibal, Ill.–Mo.	3,207,992	161
Salisbury, Md.	3,206,455	162
Rapid City, S.D.	3,141,082	163
Elmira, N.Y.	2,917,014	164
Panama City, Fla.	2,902,768	165
Billings–Hardin, Mont.	2,894,793	166
Harrisonburg, Va.	2,834,391	167
Watertown–Carthage, N.Y.	2,821,496	168
Lake Charles, La.	2,777,239	169
Gainesville, Fla.	2,727,482	170
Dothan, Ala.	2,721,315	171
Clarksburg–Weston, W.Va.	2,673,698	172
Missoula, Mont.	2,572,472	173
Alexandria, La.	2,546,304	174
Laurel–Hattiesburg, Miss.	2,470,727	175
Jonesboro, Ark.	2,220,267	176
El Centro–Yuma, Calif.–Ariz.	2,204,292	177
Great Falls, Mont.	2,073,766	178
Grand Junction–Durango, Colo.	2,001,871	179
Tuscaloosa, Ala.	1,866,330	180
Greenwood–Greenville, Miss.	1,852,571	181
Parkersburg, W.Va.	1,850,848	182
Jackson, Tenn.	1,838,817	183
Meridian, Miss.	1,812,683	184
Eureka, Calif.	1,790,877	185
Lafayette, Ind.	1,769,435	186
Ardmore–Ada, Okla.	1,739,637	187
Charlottesville, Va.	1,701,762	188
Marquette, Mich.	1,667,367	189
Butte, Mont.	1,657,242	190
San Angelo, Tex.	1,655,962	191
Hagerstown, Md.	1,518,759	192
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	1,504,329	193
Casper–Riverton, Wyo.	1,428,820	194
Bowling Green, Ky.	1,382,054	195
St. Joseph, Mo.	1,379,695	196
Anniston, Ala.	1,324,133	197
Lima, Ohio	1,315,990	198
Bend, Ore.	1,094,277	199
Laredo, Tex.	1,090,481	200
Flagstaff, Ariz.	1,008,658	201
Twin Falls, Ida.	981,435	202
Mankato, Minn.	959,715	203
Ottumwa–Kirksville, Iowa–Mo.	950,043	204
Zanesville, Ohio	946,075	205
Presque Isle, Maine	929,374	206
Helena, Mont.	685,676	207
North Platte, Neb.	590,414	208
Alpena, Mich.	433,307	209

Retail Sales

ADI	($000)	Rank
New York, N.Y.	134,912,646	1
Los Angeles, Calif.	106,523,608	2
Chicago, Ill.	64,270,488	3
Philadelphia, Pa.	54,075,254	4
Boston, Mass.	51,193,482	5
San Francisco–Oakland–San Jose, Calif.	49,266,286	6
Dallas–Ft. Worth, Tex.	40,205,447	7
Washington, D.C.	36,549,551	8
Detroit, Mich.	35,468,168	9
Minneapolis–St. Paul, Minn.	29,768,599	10
Atlanta, Ga.	29,633,835	11
Houston, Tex.	29,537,468	12
Seattle–Tacoma, Wash.	28,737,330	13
Miami–Ft. Lauderdale, Fla.	28,536,227	14
Cleveland, Ohio	26,556,430	15
Tampa–St. Petersburg, Fla.	23,401,318	16
St. Louis, Mo.	20,757,549	17
Denver, Colo.	20,474,081	18
Phoenix, Ariz.	20,020,087	19
Sacramento–Stockton, Calif.	20,003,732	20
Orlando–Daytona Beach–Melbourne, Fla.	19,323,930	21
Hartford–New Haven, Conn.	18,903,930	22
San Diego, Calif.	18,711,578	23
Baltimore, Md.	18,710,589	24
Pittsburgh, Pa.	18,458,957	25
Portland, Ore.	17,917,750	26
Indianapolis, Ind.	17,461,526	27
Milwaukee, Wisc.	14,769,959	28
Kansas City, Mo.	14,730,593	29
Cincinnati, Ohio	14,242,326	30
Charlotte, N.C.	13,582,401	31
Raleigh–Durham, N.C.	13,320,330	32
Columbus, Ohio	13,212,605	33
Nashville, Tenn.	12,906,239	34
New Orleans, La.	12,434,211	35
San Antonio–Victoria, Tex.	12,283,741	36
Grand Rapids–Kalamazoo–Battle Creek, Mich.	11,828,241	37
Greenville–Spartanburg–Asheville, S.C.–N.C.	11,642,574	38
Harrisburg–York–Lancaster–Lebanon, Pa.	11,552,171	39
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	11,530,956	40
Norfolk–Portsmouth–Newport News–Hampton, Va.	11,459,143	41
Providence–New Bedford, R.I.–Mass.	11,219,089	42
Salt Lake City, Utah	11,144,774	43
Buffalo, N.Y.	10,686,248	44
Albany–Schenectady–Troy, N.Y.	10,459,641	45
Memphis, Tenn.	9,980,511	46
Louisville, Ky.	9,852,899	47
Oklahoma City, Okla.	9,843,741	48
Greensboro–Winston-Salem–High Point, N.C.	9,823,976	49
Jacksonville, Fla.	9,753,562	50
Dayton, Ohio	9,202,605	51
Wilkes Barre–Scranton, Pa.	9,110,643	52
Albuquerque, N.M.	9,056,510	53
Birmingham, Ala.	8,941,524	54
Flint–Saginaw–Bay City, Mich.	8,611,969	55
Little Rock, Ark.	8,151,184	56
Richmond, Va.	8,035,757	57
Portland–Poland Spring, Maine	7,898,740	58
Fresno–Visalia, Calif.	7,790,150	59
Toledo, Ohio	7,647,256	60
Mobile–Pensacola, Ala.–Fla.	7,626,276	61
Tulsa, Okla.	7,597,521	62
Wichita–Hutchinson, Kans.	7,552,610	63
Rochester, N.Y.	7,440,110	64
Austin, Tex.	7,370,664	65
Knoxville, Tenn.	7,283,626	66
Charleston–Huntington, W.Va.	7,224,383	67
Syracuse, N.Y.	7,198,990	68
Green Bay–Appleton, Wisc.	7,129,637	69
Des Moines, Iowa	6,927,864	70
Springfield–Decatur–Champaign, Ill.	6,716,266	71
Roanoke–Lynchburg, Va.	6,576,223	72
Omaha, Neb.	6,573,397	73
Lexington, Ky.	6,282,420	74
Shreveport–Texarkana, La.–Tex.–Ark.	6,181,711	75
Madison, Wisc.	6,137,240	76
Las Vegas, Nev.	6,013,419	77
Spokane, Wash.	5,692,507	78
Columbia, S.C.	5,610,826	79
South Bend–Elkhart, Ind.	5,598,924	80
Burlington–Plattsburgh, Vt.–N.Y.	5,546,052	81
Ft. Myers–Naples, Fla.	5,543,474	82
Cedar Rapids–Waterloo–Dubuque, Iowa	5,542,249	83
Huntsville–Decatur–Florence, Ala.	5,506,492	84
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	5,460,916	85
Tucson, Ariz.	5,442,409	86
Davenport–Rock Island–Moline, Iowa–Ill.	5,388,432	87
Springfield, Mo.	5,286,195	88
Springfield, Mass.	5,060,134	89
Chattanooga, Tenn.	4,957,464	90
Youngstown, Ohio	4,905,252	91
Jackson, Miss.	4,855,494	92
Baton Rouge, La.	4,841,640	93
Johnstown–Altoona, Pa.	4,687,871	94
Lansing, Mich.	4,579,632	95
Evansville, Ind.	4,471,852	96
Salinas–Monterey, Calif.	4,396,937	97
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	4,371,200	98
El Paso, Tex.	4,364,884	99
Ft. Wayne, Ind.	4,346,477	100
Waco–Temple–Bryan, Tex.	4,273,984	101
Peoria–Bloomington, Ill.	4,253,466	102
Charleston, S.C.	4,192,548	103
Colorado Springs–Pueblo, Colo.	4,181,095	104
Savannah, Ga.	4,139,494	105
Reno, Nev.	4,088,625	106
Tyler–Longview–Jacksonville, Tex.	4,062,808	107
Bristol–Kingsport–Johnson City, Tenn.	4,054,826	108
Fargo, N.D.	4,002,951	109
Lincoln–Hastings–Kearney, Neb.	3,938,373	110
Sioux Falls–Mitchell, S.D.	3,896,135	111
Greenville–New Bern–Washington, N.C.	3,819,265	112
Tallahassee–Thomasville, Fla.–Ga.	3,640,040	113
McAllen–Brownsville, Tex.	3,639,723	114
Augusta, Ga.	3,614,523	115
Traverse City–Cadillac, Mich.	3,501,517	116
Florence–Myrtle Beach, S.C.	3,451,721	117
Montgomery–Selma, Ala.	3,445,397	118
Eugene, Ore.	3,385,812	119
Ft. Smith, Ark.	3,358,634	120
Amarillo, Tex.	3,299,809	121
Corpus Christi, Tex.	3,203,097	122
Yakima–Pasco–Richland–Kennewick, Wash.	3,193,954	123
Macon, Ga.	3,188,494	124
Lafayette, La.	3,182,980	125
Monroe–El Dorado, La.–Ark.	3,085,550	126
Terre Haute, Ind.	3,074,045	127
Duluth–Superior, Minn.–Wisc.	3,035,568	128
Bakersfield, Calif.	3,031,448	129
Beaumont–Port Arthur, Tex.	3,021,477	130
La Crosse–Eau Claire, Wisc.	3,020,505	131
Wausau–Rhinelander, Wisc.	2,967,749	132
Sarasota, Fla.	2,952,140	133
Erie, Pa.	2,942,735	134
Rockford, Ill.	2,936,598	135
Columbus, Ga.	2,924,265	136
Binghamton, N.Y.	2,866,371	137
Medford, Ore.	2,849,087	138
Boise, Ida.	2,762,704	139
Lubbock, Tex.	2,757,478	140
Chico–Redding, Calif.	2,720,832	141
Topeka, Kans.	2,631,348	142
Wichita Falls–Lawton, Tex.–Okla.	2,621,610	143
Columbia–Jefferson City, Mo.	2,609,224	144
Rochester–Mason City–Austin, Minn.–Iowa	2,576,023	145
Sioux City, Iowa	2,543,212	146
Wilmington, N.C.	2,470,475	147
Odessa–Midland, Tex.	2,468,646	148
Bangor, Maine	2,384,579	149
Columbus–Tupelo, Miss.	2,378,514	150
Wheeling–Steubenville, W.Va.–Ohio	2,305,623	151
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	2,298,044	152
Salisbury, Md.	2,284,443	153
Albany, Ga.	2,234,628	154
Joplin–Pittsburg, Mo.–Kans.	2,175,177	155
Bluefield–Beckley–Oak Hill, W.Va.	2,067,421	156
Idaho Falls–Pocatello, Ida.	1,900,127	157
Utica, N.Y.	1,894,000	158
Abilene–Sweetwater, Tex.	1,763,821	159
Panama City, Fla.	1,756,164	160
Gainesville, Fla.	1,743,315	161
Biloxi–Gulfport–Pascagoula, Miss.	1,705,428	162
Watertown–Carthage, N.Y.	1,631,628	163
Billings–Hardin, Mont.	1,628,708	164
Palm Springs, Calif.	1,628,078	165
Rapid City, S.D.	1,600,079	166
Dothan, Ala.	1,561,102	167
Quincy–Hannibal, Ill.–Mo.	1,502,541	168
Clarksburg–Weston, W.Va.	1,472,219	169
Harrisonburg, Va.	1,470,082	170
Lake Charles, La.	1,466,276	171
Elmira, N.Y.	1,462,644	172
Alexandria, La.	1,448,481	173
Missoula, Mont.	1,436,264	174
Laurel–Hattiesburg, Miss.	1,294,551	175
El Centro–Yuma, Calif.–Ariz.	1,292,952	176
Jonesboro, Ark.	1,265,834	177
Grand Junction–Durango, Colo.	1,101,709	178
Parkersburg, W.Va.	1,085,469	179
Jackson, Tenn.	1,072,256	180
Tuscaloosa, Ala.	1,051,403	181
Lafayette, Ind.	1,039,882	182
Great Falls, Mont.	1,039,017	183
Charlottesville, Va.	1,036,794	184
Greenwood–Greenville, Miss.	1,023,748	185
Lima, Ohio	984,011	186
Ardmore–Ada, Okla.	967,240	187
Meridian, Miss.	936,208	188
Laredo, Tex.	918,720	189
Bowling Green, Ky.	914,232	190
Eureka, Calif.	907,613	191
Marquette, Mich.	891,798	192
San Angelo, Tex.	882,050	193
Hagerstown, Md.	868,139	194
Butte, Mont.	854,098	195
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	837,537	196
St. Joseph, Mo.	776,931	197
Flagstaff, Ariz.	735,680	198
Anniston, Ala.	734,327	199
Bend, Ore.	728,971	200
Casper–Riverton, Wyo.	701,578	201
Mankato, Minn.	665,598	202
Zanesville, Ohio	606,589	203
Presque Isle, Maine	567,046	204
Twin Falls, Ida.	554,946	205
Ottumwa–Kirksville, Iowa–Mo.	464,083	206
Helena, Mont.	362,700	207
North Platte, Neb.	320,583	208
Alpena, Mich.	268,277	209

Buying Power Index (BPI)

ADI	BPI	Rank
New York, N.Y.	8.4850	1
Los Angeles, Calif.	6.0869	2
Chicago, Ill.	3.6779	3
Philadelphia, Pa.	3.1081	4
San Francisco–Oakland–San Jose, Calif.	2.8452	5
Boston, Mass.	2.6728	6
Washington, D.C.	2.2378	7
Dallas–Ft. Worth, Tex.	2.0691	8
Detroit, Mich.	1.9454	9
Houston, Tex.	1.6656	10
Atlanta, Ga.	1.5880	11
Seattle–Tacoma, Wash.	1.5699	12
Minneapolis–St. Paul, Minn.	1.5244	13
Cleveland, Ohio	1.4517	14
Miami–Ft. Lauderdale, Fla.	1.4004	15
Tampa–St. Petersburg, Fla.	1.1731	16
St. Louis, Mo.	1.1671	17
Sacramento–Stockton, Calif.	1.1425	18
Hartford–New Haven, Conn.	1.1155	19
Denver, Colo.	1.1104	20
Pittsburgh, Pa.	1.0866	21
Baltimore, Md.	1.0627	22
San Diego, Calif.	1.0612	23
Phoenix, Ariz.	1.0389	24
Orlando–Daytona Beach–Melbourne, Fla.	.9525	25
Portland, Ore.	.9291	26
Indianapolis, Ind.	.9137	27
Milwaukee, Wisc.	.8244	28
Kansas City, Mo.	.8105	29
Cincinnati, Ohio	.7917	30
Charlotte, N.C.	.7371	31
Raleigh–Durham, N.C.	.7276	32
Columbus, Ohio	.7176	33
Nashville, Tenn.	.7033	34
Grand Rapids–Kalamazoo–Battle Creek, Mich.	.6427	35
Salt Lake City, Utah	.6304	36
San Antonio–Victoria, Tex.	.6301	37
New Orleans, La.	.6229	38
Harrisburg–York–Lancaster–Lebanon, Pa.	.6213	39
Norfolk–Portsmouth–Newport News–Hampton, Va.	.6204	40
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	.6131	41
Greenville–Spartanburg–Asheville, S.C.–N.C.	.6129	42
Providence–New Bedford, R.I.–Mass.	.6009	43
Buffalo, N.Y.	.5865	44
Memphis, Tenn.	.5546	45
Albany–Schenectady–Troy, N.Y.	.5465	46
Louisville, Ky.	.5313	47
Oklahoma City, Okla.	.5181	48
Greensboro–Winston-Salem–High Point, N.C.	.5135	49
Dayton, Ohio	.5112	50
Wilkes-Barre–Scranton, Pa.	.4948	51
Albuquerque, N.M.	.4944	52
Birmingham, Ala.	.4900	53
Jacksonville, Fla.	.4839	54
Fresno–Visalia, Calif.	.4590	55
Flint–Saginaw–Bay City, Mich.	.4515	56
Richmond, Va.	.4512	57
Little Rock, Ark.	.4219	58
Wichita–Hutchinson, Kans.	.4130	59
Toledo, Ohio	.4100	60
Rochester, N.Y.	.4093	61
Tulsa, Okla.	.4045	62
Charleston–Huntington, W.Va.	.3984	63
Austin, Tex.	.3956	64
Syracuse, N.Y.	.3946	65
Mobile–Pensacola, Ala.–Fla.	.3941	66
Green Bay–Appleton, Wisc.	.3816	67
Knoxville, Tenn.	.3771	68
Portland–Poland Spring, Maine	.3726	69
Des Moines, Iowa	.3721	70
Omaha, Neb.	.3669	71
Springfield–Decatur–Champaign, Ill.	.3607	72
Roanoke–Lynchburg, Va.	.3478	73
Shreveport–Texarkana, La.–Tex.–Ark.	.3334	74
Lexington, Ky.	.3326	75
Las Vegas, Nev.	.3284	76
Cedar Rapids–Waterloo–Dubuque, Iowa	.3026	77
Madison, Wisc.	.3022	78
South Bend–Elkhart, Ind.	.3018	79
Spokane, Wash.	.3009	80
Huntsville–Decatur–Florence, Ala.	.2939	81
Columbia, S.C.	.2923	82
Davenport–Rock Island–Moline, Iowa–Ill.	.2921	83
Ft. Myers–Naples, Fla.	.2917	84
Tucson, Ariz.	.2885	85
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	.2857	86
Burlington–Plattsburgh, Vt.–N.Y.	.2810	87
Springfield, Mo.	.2790	88
Springfield, Mass.	.2690	89
Chattanooga, Tenn.	.2652	90
Jackson, Miss.	.2637	91
Baton Rouge, La.	.2614	92
Johnstown–Altoona, Pa.	.2565	93
Youngstown, Ohio	.2550	94
Salinas–Monterey, Calif.	.2534	95
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	.2496	96
Evansville, Ind.	.2440	97
Lansing, Mich.	.2438	98
Waco–Temple–Bryan, Tex.	.2378	99
Ft. Wayne, Ind.	.2371	100
Bristol–Kingsport–Johnson City, Tenn.	.2326	101
Peoria–Bloomington, Ill.	.2316	102
El Paso, Tex.	.2306	103
Colorado Springs–Pueblo, Colo.	.2293	104
Lincoln–Hastings–Kearney, Neb.	.2271	105
Charleston, S.C.	.2220	106
Savannah, Ga.	.2189	107
Reno, Nev.	.2123	108
Greenville–New Bern–Washington, N.C.	.2117	109
Sioux Falls–Mitchell, S.D.	.2116	110
Fargo, N.D.	.2035	111
Tyler–Longview–Jacksonville, Tex.	.2019	112
Augusta, Ga.	.1922	113
McAllen–Brownsville, Tex.	.1900	114
Montgomery–Selma, Ala.	.1889	115
Tallahassee–Thomasville, Fla.–Ga.	.1853	116
Ft. Smith, Ark.	.1741	117
Bakersfield, Calif.	.1710	118
Macon, Ga.	.1706	119
Traverse City–Cadillac, Mich.	.1700	120
Corpus Christi, Tex.	.1699	121
Lafayette, La.	.1686	122
Yakima–Pasco–Richland–Kennewick, Wash.	.1677	123
Rockford, Ill.	.1647	124
Eugene, Ore.	.1640	125
Amarillo, Tex.	.1625	126
Columbus, Ga.	.1602	127
La Crosse–Eau Claire, Wisc.	.1587	128
Boise, Ida.	.1577	129
Wausau–Rhinelander, Wisc.	.1577	129
Binghamton, N.Y.	.1563	131
Monroe–El Dorado, La.–Ark.	.1551	132
Florence–Myrtle Beach, S.C.	.1525	133
Duluth–Superior, Minn.–Wisc.	.1519	134
Erie, Pa.	.1518	135
Beaumont–Port Arthur, Tex.	.1514	136
Topeka, Kans.	.1491	137
Chico–Redding, Calif.	.1489	138
Terre Haute, Ind.	.1488	139
Sioux City, Iowa	.1431	140
Columbus–Tupelo, Miss.	.1417	141
Wichita Falls–Lawton, Tex.–Okla.	.1409	142
Sarasota, Fla.	.1391	143
Lubbock, Tex.	.1354	144
Odessa–Midland, Tex.	.1338	145
Columbia–Jefferson City, Mo.	.1327	146
Medford, Ore.	.1323	147
Rochester–Mason City–Austin, Minn.–Iowa	.1321	148
Wheeling–Steubenville, W.Va.–Ohio	.1317	149
Wilmington, N.C.	.1312	150
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	.1245	151
Bangor, Maine	.1195	152
Joplin–Pittsburg, Mo.–Kans.	.1161	153
Albany, Ga.	.1126	154
Bluefield–Beckley–Oak Hill, W.Va.	.1106	155
Idaho Falls–Pocatello, Ida.	.1085	156
Palm Springs, Calif.	.1015	157
Utica, N.Y.	.1008	158
Salisbury, Md.	.1006	159
Abilene–Sweetwater, Tex.	.0961	160
Biloxi–Gulfport–Pascagoula, Miss.	.0961	160
Quincy–Hannibal, Ill.–Mo.	.0899	162
Panama City, Fla.	.0884	163
Rapid City, S.D.	.0876	164
Watertown–Carthage, N.Y.	.0850	165
Gainesville, Fla.	.0836	166
Billings–Hardin, Mont.	.0835	167
Elmira, N.Y.	.0820	168
Clarksburg–Weston, W.Va.	.0812	169
Dothan, Ala.	.0812	169
Harrisonburg, Va.	.0803	171
Lake Charles, La.	.0799	172
Alexandria, La.	.0779	173
Laurel–Hattiesburg, Miss.	.0744	174
Missoula, Mont.	.0735	175
El Centro–Yuma, Calif.–Ariz.	.0688	176
Jonesboro, Ark.	.0675	177
Greenwood–Greenville, Miss.	.0592	178
Great Falls, Mont.	.0586	179
Grand Junction–Durango, Colo.	.0574	180
Jackson, Tenn.	.0552	181
Tuscaloosa, Ala.	.0545	182
Parkersburg, W.Va.	.0543	183
Meridian, Miss.	.0540	184
Ardmore–Ada, Okla.	.0535	185
Lafayette, Ind.	.0513	186
Eureka, Calif.	.0507	187
Marquette, Mich.	.0488	188
Charlottesville, Va.	.0486	189
San Angelo, Tex.	.0476	190
Butte, Mont.	.0458	191
Hagerstown, Md.	.0444	192
Bowling Green, Ky.	.0432	193
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	.0425	194
Lima, Ohio	.0425	194
Laredo, Tex.	.0415	196
St. Joseph, Mo.	.0408	197
Casper–Riverton, Wyo.	.0393	198
Anniston, Ala.	.0390	199
Flagstaff, Ariz.	.0337	200
Bend, Ore.	.0328	201
Mankato, Minn.	.0305	202
Zanesville, Ohio	.0291	203
Twin Falls, Ida.	.0290	204
Presque Isle, Maine	.0286	205
Ottumwa–Kirksville, Iowa–Mo.	.0273	206
Helena, Mont.	.0190	207
North Platte, Neb.	.0168	208
Alpena, Mich.	.0137	209

Media Market Profiles

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	BUYING POWER INDEX
	Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						Total EBI ($000)	Total Retail Sales ($000)	
					2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over			
ALABAMA													
ANNISTON	**116.7**	**43.1**	**22.0**	**1.3**	**15.9**	**10.4**	**14.4**	**17.8**	**24.4**	**30.6**	**1,324,133**	**734,327**	**.0390**
metropolitan	116.7	43.1	22.0	1.3	15.9	10.4	14.4	17.8	24.4	30.6	1,324,133	734,327	.0390
BIRMINGHAM	**1,382.4**	**523.2**	**330.1**	**5.1**	**197.2**	**119.5**	**131.6**	**214.6**	**295.6**	**383.3**	**17,453,902**	**8,941,524**	**.4900**
metropolitan	1,016.9	387.8	262.5	3.9	144.3	85.0	96.9	162.8	221.1	276.7	13,766,857	7,308,041	.3853
nonmetropolitan	365.5	135.4	67.6	1.2	52.9	34.5	34.7	51.8	74.5	106.6	3,687,045	1,633,483	.1047
DOTHAN	**240.2**	**89.7**	**49.8**	**2.5**	**35.8**	**22.1**	**23.7**	**37.4**	**49.5**	**64.3**	**2,721,315**	**1,561,102**	**.0812**
metropolitan	133.0	49.3	28.6	1.7	20.8	12.0	13.9	22.3	27.5	32.0	1,630,172	1,032,834	.0494
nonmetropolitan	107.2	40.4	21.2	.8	15.0	10.1	9.8	15.1	22.0	32.3	1,091,143	528,268	.0318
HUNTSVILLE-DECATUR-FLORENCE	**801.6**	**306.5**	**96.8**	**5.4**	**111.2**	**67.3**	**80.6**	**132.0**	**172.1**	**214.8**	**10,428,174**	**5,506,492**	**.2939**
metropolitan	482.3	185.1	77.0	4.1	67.1	38.8	50.3	83.6	104.1	123.7	6,933,686	3,591,271	.1903
nonmetropolitan	319.3	121.4	19.8	1.3	44.1	28.5	30.3	48.4	68.0	91.1	3,494,488	1,915,221	.1036
MOBILE-PENSACOLA	**1,122.4**	**411.8**	**246.3**	**15.6**	**171.0**	**99.6**	**113.7**	**182.2**	**233.0**	**286.3**	**13,395,750**	**7,626,276**	**.3941**
metropolitan	987.3	364.2	203.0	15.2	149.6	85.5	100.9	162.8	206.2	249.8	12,102,232	6,995,577	.3557
nonmetropolitan	135.1	47.6	43.3	.4	21.4	14.1	12.8	19.4	26.8	36.5	1,293,518	630,699	.0384
MONTGOMERY-SELMA	**582.7**	**209.8**	**241.3**	**2.5**	**90.0**	**55.6**	**61.9**	**86.5**	**115.3**	**154.4**	**6,447,481**	**3,445,397**	**.1889**
metropolitan	298.9	107.4	108.4	2.0	45.9	27.0	31.5	48.9	63.3	72.4	3,892,813	2,137,117	.1109
nonmetropolitan	283.8	102.4	132.9	.5	44.1	28.6	30.4	37.6	52.0	82.0	2,554,668	1,308,280	.0780
TUSCALOOSA	**153.4**	**56.4**	**40.0**	**.9**	**20.2**	**12.4**	**25.8**	**23.4**	**30.5**	**36.9**	**1,866,330**	**1,051,403**	**.0545**
metropolitan	153.4	56.4	40.0	.9	20.2	12.4	25.8	23.4	30.5	36.9	1,866,330	1,051,403	.0545
ARIZONA													
FLAGSTAFF	**100.9**	**31.0**	**1.5**	**10.0**	**18.0**	**9.8**	**16.4**	**16.7**	**20.7**	**15.3**	**1,008,658**	**735,680**	**.0337**
nonmetropolitan	100.9	31.0	1.5	10.0	18.0	9.8	16.4	16.7	20.7	15.3	1,008,658	735,680	.0337
PHOENIX	**2,749.2**	**1,037.3**	**89.8**	**447.0**	**419.8**	**218.7**	**271.4**	**466.5**	**566.0**	**710.5**	**36,710,521**	**20,020,087**	**1.0389**
metropolitan	2,246.7	855.9	83.6	373.6	340.2	174.9	232.7	400.9	470.3	548.1	31,582,310	17,370,113	.8868
nonmetropolitan	502.5	181.4	6.2	73.4	79.6	43.8	38.7	65.6	95.7	162.4	5,128,211	2,649,974	.1521
TUCSON	**837.7**	**320.7**	**29.0**	**224.0**	**124.6**	**67.2**	**92.6**	**136.1**	**170.9**	**218.2**	**9,922,300**	**5,442,409**	**.2885**
metropolitan	690.5	272.1	23.3	170.2	99.0	52.2	78.6	114.3	142.1	181.7	8,483,466	4,707,436	.2457
nonmetropolitan	147.2	48.6	5.7	53.8	25.6	15.0	14.0	21.8	28.8	36.5	1,438,834	734,973	.0428
ARKANSAS													
FT. SMITH	**502.1**	**191.0**	**10.4**	**6.3**	**73.6**	**43.5**	**50.5**	**75.5**	**108.4**	**140.6**	**5,878,072**	**3,358,634**	**.1741**
metropolitan	296.7	113.2	8.8	3.9	43.8	25.7	33.1	46.6	67.6	75.8	3,529,959	2,348,471	.1095
nonmetropolitan	205.4	77.8	1.6	2.4	29.8	17.8	17.4	28.9	40.8	64.8	2,348,113	1,010,163	.0646
JONESBORO	**210.7**	**82.7**	**7.1**	**1.0**	**28.2**	**18.0**	**20.9**	**28.9**	**41.6**	**67.3**	**2,220,267**	**1,265,834**	**.0675**
nonmetropolitan	210.7	82.7	7.1	1.0	28.2	18.0	20.9	28.9	41.6	67.3	2,220,267	1,265,834	.0675
LITTLE ROCK	**1,193.8**	**453.3**	**216.8**	**8.9**	**173.6**	**104.6**	**117.2**	**181.3**	**247.5**	**334.4**	**14,453,656**	**8,151,184**	**.4219**
metropolitan	607.1	228.8	141.7	4.5	91.5	53.3	62.7	101.7	131.4	147.3	8,121,296	4,730,665	.2345
nonmetropolitan	586.7	224.5	75.1	4.4	82.1	51.3	54.5	79.6	116.1	187.1	6,332,360	3,420,519	.1874
CALIFORNIA													
BAKERSFIELD	**500.1**	**166.2**	**30.2**	**142.9**	**93.2**	**44.6**	**48.6**	**88.0**	**100.1**	**104.5**	**6,091,194**	**3,031,448**	**.1710**
metropolitan	500.1	166.2	30.2	142.9	93.2	44.6	48.6	88.0	100.1	104.5	6,091,194	3,031,448	.1710
CHICO-REDDING	**437.2**	**168.3**	**4.3**	**32.3**	**66.2**	**34.5**	**43.9**	**61.0**	**90.8**	**127.4**	**5,196,073**	**2,720,832**	**.1489**
metropolitan	346.5	134.4	3.8	20.8	51.5	26.5	37.3	48.7	72.1	99.9	4,217,273	2,265,296	.1211
nonmetropolitan	90.7	33.9	.5	11.5	14.7	8.0	6.6	12.3	18.7	27.5	978,800	455,536	.0278
EL CENTRO-YUMA	**228.7**	**70.9**	**6.6**	**122.8**	**41.2**	**23.8**	**23.8**	**34.9**	**40.8**	**55.5**	**2,204,292**	**1,292,952**	**.0688**
metropolitan	112.1	36.9	3.5	45.5	18.9	10.5	12.5	17.4	19.4	29.4	1,121,330	706,799	.0355
nonmetropolitan	116.6	34.0	3.1	77.3	23.3	13.3	11.3	17.5	21.4	26.1	1,082,962	586,153	.0333

CAL. (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BPI BUYING POWER INDEX
EUREKA	**149.4**	**56.7**	**2.2**	**8.1**	**23.0**	**11.5**	**15.4**	**24.4**	**33.8**	**36.8**	**1,790,877**	**907,613**	**.0507**
nonmetropolitan	149.4	56.7	2.2	8.1	23.0	11.5	15.4	24.4	33.8	36.8	1,790,877	907,613	.0507
FRESNO-VISALIA	**1,443.1**	**460.3**	**65.7**	**520.0**	**270.0**	**135.8**	**151.7**	**236.5**	**281.1**	**308.4**	**16,177,223**	**7,790,150**	**.4590**
metropolitan	1,224.2	393.5	52.7	448.2	231.8	115.7	129.1	198.9	236.8	260.6	13,801,632	6,894,087	.3951
nonmetropolitan	218.9	66.8	13.0	71.8	38.2	20.1	22.6	37.6	44.3	47.8	2,375,591	896,063	.0639
LOS ANGELES	**14,910.2**	**4,996.8**	**1,315.9**	**5,062.3**	**2,267.6**	**1,190.9**	**1,731.7**	**2,816.0**	**3,161.3**	**3,169.8**	**235,424,694**	**106,525,608**	**6.0869**
metropolitan	14,891.7	4,989.1	1,315.8	5,060.7	2,265.0	1,189.5	1,730.7	2,813.6	3,157.1	3,163.5	235,167,274	106,367,623	6.0793
nonmetropolitan	18.5	7.7	.1	1.6	2.6	1.4	1.0	2.4	4.2	6.3	257,420	157,985	.0076
PALM SPRINGS	**277.4**	**94.9**	**16.1**	**75.2**	**46.7**	**22.2**	**26.4**	**48.4**	**54.1**	**68.5**	**3,943,384**	**1,628,078**	**.1015**
metropolitan	277.4	94.9	16.1	75.2	46.7	22.2	26.4	48.4	54.1	68.5	3,943,384	1,628,078	.1015
SACRAMENTO-STOCKTON	**3,015.3**	**1,080.1**	**190.4**	**459.4**	**488.0**	**241.3**	**294.8**	**519.6**	**662.4**	**702.5**	**42,868,471**	**20,003,732**	**1.1425**
metropolitan	2,771.6	987.0	185.6	439.8	454.2	223.1	278.9	486.9	604.8	623.0	39,383,865	18,719,950	1.0554
nonmetropolitan	243.7	93.1	4.8	19.6	33.8	18.2	15.9	32.7	57.6	79.5	3,484,606	1,283,782	.0871
SALINAS-MONTEREY	**640.4**	**212.4**	**28.1**	**192.5**	**98.3**	**49.3**	**78.3**	**115.9**	**141.2**	**133.7**	**9,733,359**	**4,396,937**	**.2534**
metropolitan	601.9	200.5	27.9	175.2	91.3	45.7	74.6	109.5	132.9	125.7	9,223,246	4,234,620	.2409
nonmetropolitan	38.5	11.9	.2	17.3	7.0	3.6	3.7	6.4	8.3	8.0	510,113	162,317	.0125
SAN DIEGO	**2,604.4**	**920.6**	**177.1**	**548.4**	**368.6**	**184.3**	**342.4**	**501.3**	**543.9**	**571.2**	**40,840,447**	**18,711,578**	**1.0612**
metropolitan	2,604.4	920.6	177.1	548.4	368.6	184.3	342.4	501.3	543.9	571.2	40,840,447	18,711,578	1.0612
SAN FRANCISCO-OAKLAND-SAN JOSE	**6,115.4**	**2,276.2**	**532.5**	**953.3**	**804.7**	**418.9**	**609.0**	**1,146.0**	**1,479.1**	**1,464.0**	**115,711,319**	**49,266,286**	**2.8452**
metropolitan	5,979.0	2,222.7	530.8	940.3	784.1	408.0	600.0	1,128.2	1,447.6	1,421.5	114,021,922	48,411,940	2.7977
nonmetropolitan	136.4	53.5	1.7	13.0	20.6	10.9	9.0	17.8	31.5	42.5	1,689,397	854,346	.0475
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	**603.7**	**215.5**	**17.9**	**134.9**	**80.3**	**40.1**	**85.3**	**103.3**	**125.3**	**150.7**	**9,694,817**	**4,371,200**	**.2496**
metropolitan	378.8	132.3	11.5	104.1	51.3	25.5	53.9	66.4	76.7	92.5	6,272,008	2,847,563	.1609
nonmetropolitan	224.9	83.2	6.4	30.8	29.0	14.6	31.4	36.9	48.6	58.2	3,422,809	1,523,637	.0887
COLORADO													
COLORADO SPRINGS-PUEBLO	**649.4**	**243.2**	**35.3**	**104.0**	**101.4**	**54.1**	**67.6**	**111.6**	**140.8**	**152.4**	**8,167,999**	**4,181,095**	**.2293**
metropolitan	539.0	201.7	33.7	80.1	85.1	44.4	59.8	96.3	118.2	116.5	7,069,996	3,707,334	.1983
nonmetropolitan	110.4	41.5	1.6	23.9	16.3	9.7	7.8	15.3	22.6	35.9	1,098,003	473,761	.0310
DENVER	**2,626.5**	**1,034.6**	**108.0**	**301.3**	**396.7**	**203.0**	**259.1**	**481.7**	**641.5**	**559.9**	**42,207,980**	**20,474,081**	**1.1104**
metropolitan	2,212.8	875.2	106.5	273.3	332.0	168.9	220.7	410.8	543.1	465.0	36,508,133	17,571,285	.9535
nonmetropolitan	413.7	159.4	1.5	28.0	64.7	34.1	38.4	70.9	98.4	94.9	5,699,847	2,902,796	.1569
GRAND JUNCTION-DURANGO	**159.2**	**61.6**	**.6**	**14.4**	**24.7**	**13.3**	**14.3**	**23.1**	**35.3**	**43.1**	**2,001,871**	**1,101,709**	**.0574**
nonmetropolitan	159.2	61.6	.6	14.4	24.7	13.3	14.3	23.1	35.3	43.1	2,001,871	1,101,709	.0574
CONNECTICUT													
HARTFORD-NEW HAVEN	**2,488.6**	**935.8**	**207.4**	**151.1**	**324.9**	**174.2**	**260.6**	**431.6**	**552.1**	**669.7**	**45,346,645**	**18,903,930**	**1.1155**
metropolitan	2,206.5	830.0	204.3	144.4	285.5	153.1	235.0	385.1	486.1	594.6	40,388,907	17,059,946	.9965
nonmetropolitan	282.1	105.8	3.1	6.7	39.4	21.1	25.6	46.5	66.0	75.1	4,957,738	1,843,984	.1190
DISTRICT OF COLUMBIA													
WASHINGTON	**4,852.3**	**1,794.8**	**1,148.1**	**253.6**	**658.5**	**354.6**	**514.6**	**923.8**	**1,190.4**	**1,053.6**	**93,460,749**	**36,549,551**	**2.2378**
metropolitan	4,156.7	1,541.6	1,092.4	246.2	556.8	298.5	446.1	808.5	1,036.2	876.1	83,895,167	32,404,503	1.9864
nonmetropolitan	695.6	253.2	55.7	7.4	101.7	56.1	68.5	115.3	154.2	177.5	9,565,582	4,145,048	.2514

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION: Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.): 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME: Total EBI ($000)	RETAIL SALES: Total Retail Sales ($000)	BUYING POWER INDEX
FLORIDA													
FT. MYERS-NAPLES	**675.5**	**279.6**	**41.2**	**49.9**	**75.3**	**40.3**	**47.5**	**89.4**	**120.3**	**285.4**	**10,979,878**	**5,543,474**	**.2917**
metropolitan	521.1	215.7	30.7	39.6	58.9	31.0	37.6	71.9	95.5	212.4	8,960,330	4,728,808	.2392
nonmetropolitan	154.4	63.9	10.5	10.3	16.4	9.3	9.9	17.5	24.8	73.0	2,019,548	814,666	.0525
GAINESVILLE	**234.5**	**91.3**	**40.5**	**7.8**	**30.6**	**15.9**	**43.8**	**38.8**	**46.6**	**52.1**	**2,727,482**	**1,743,315**	**.0856**
metropolitan	186.2	73.4	35.5	7.0	23.9	12.1	39.5	32.5	37.0	35.9	2,290,817	1,540,914	.0706
nonmetropolitan	48.3	17.9	5.0	.8	6.7	3.8	4.3	6.3	9.6	16.2	436,665	202,401	.0150
JACKSONVILLE	**1,263.6**	**471.9**	**253.0**	**29.1**	**190.4**	**102.4**	**128.0**	**221.0**	**272.5**	**307.0**	**16,666,495**	**9,753,562**	**.4839**
metropolitan	966.2	364.9	191.9	24.5	144.2	76.0	100.4	173.8	211.6	227.6	13,441,059	7,897,712	.3863
nonmetropolitan	297.4	107.0	61.1	4.6	46.2	26.4	27.6	47.2	60.9	79.4	3,225,436	1,855,850	.0976
MIAMI-FT. LAUDERDALE	**3,367.3**	**1,291.6**	**642.1**	**1,133.9**	**429.6**	**235.7**	**301.5**	**557.0**	**707.9**	**1,033.8**	**49,585,090**	**28,536,227**	**1.4004**
metropolitan	3,286.6	1,256.9	637.7	1,124.1	421.4	231.8	295.3	543.1	688.1	1,007.2	48,154,501	27,725,096	1.3615
nonmetropolitan	80.7	34.7	4.4	9.8	8.2	3.9	6.2	13.9	19.8	26.6	1,430,589	811,131	.0389
ORLANDO-DAYTONA BEACH-MELBOURNE	**2,378.8**	**933.5**	**256.2**	**155.1**	**306.1**	**167.2**	**229.1**	**395.1**	**481.9**	**729.9**	**33,325,089**	**19,323,930**	**.9525**
metropolitan	2,154.9	841.0	234.6	148.2	280.8	152.5	214.2	368.7	443.6	631.1	30,607,479	17,929,396	.8755
nonmetropolitan	223.9	92.5	21.6	6.9	25.3	14.7	14.9	26.4	38.3	98.8	2,717,610	1,394,534	.0770

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TOTAL HOUSEHOLDS......................66,300
AVERAGE INCOME PER HOUSEHOLD (after tax).............$51,161

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
PANAMA CITY	257.3	97.1	35.4	4.2	35.8	21.7	24.0	40.8	53.0	74.6	2,902,768	1,756,144	.0884
metropolitan	131.8	50.8	14.0	2.3	19.0	10.7	12.6	22.7	27.6	35.1	1,615,762	1,162,026	.0512
nonmetropolitan	125.5	46.3	21.4	1.9	16.8	11.0	11.4	18.1	25.4	39.5	1,287,006	593,438	.0372
SARASOTA	287.8	130.2	12.2	6.3	25.3	14.5	17.1	30.4	30.8	141.0	5,009,595	2,992,140	.1391
metropolitan	287.8	130.2	12.2	6.3	25.3	14.5	17.1	30.4	30.8	141.0	5,009,595	2,992,140	.1391
TALLAHASSEE-THOMASVILLE	541.8	197.5	166.0	10.8	80.1	46.7	74.9	84.6	111.4	125.3	6,152,802	3,640,040	.1653
metropolitan	241.8	91.2	72.4	6.1	33.1	18.1	43.7	41.1	51.6	47.1	3,168,921	1,850,854	.0920
nonmetropolitan	300.0	106.3	93.6	4.7	47.0	28.6	31.2	43.5	59.8	78.2	2,983,881	1,789,186	.0733
TAMPA-ST. PETERSBURG	2,998.4	1,247.4	278.7	189.6	252.5	196.0	243.4	437.8	578.2	1,109.8	41,114,099	23,401,218	1.1731
metropolitan	2,781.4	1,157.7	264.9	176.5	228.4	181.9	230.0	414.1	543.3	1,008.1	38,649,123	22,066,964	1.1006
nonmetropolitan	217.0	89.7	13.8	13.1	24.1	14.1	13.4	23.7	34.9	101.7	2,464,976	1,334,454	.0725
WEST PALM BEACH-FT. PIERCE-VERO BEACH	1,320.6	551.6	156.3	93.6	150.4	78.9	95.4	195.1	280.8	512.1	23,799,266	11,530,934	.6131
metropolitan	1,194.1	500.7	147.0	86.7	137.0	70.3	86.4	178.8	258.5	460.4	21,863,969	10,576,298	.5616
nonmetropolitan	126.5	50.9	9.3	6.9	13.4	8.6	9.0	16.3	22.3	51.7	1,935,299	954,636	.0515

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In sear of bet' world

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
GEORGIA													
ALBANY	**366.0**	**129.5**	**133.5**	**6.1**	**60.8**	**36.7**	**37.6**	**53.8**	**73.9**	**90.4**	**3,511,577**	**2,234,658**	**.1126**
metropolitan	111.7	39.1	52.2	.9	19.1	11.4	12.3	17.2	23.3	24.3	1,160,488	820,155	.0379
nonmetropolitan	254.3	90.4	81.3	5.2	41.7	25.3	25.3	36.6	50.6	66.1	2,351,089	1,414,503	.0747
ATLANTA	**3,933.2**	**1,460.0**	**938.4**	**75.8**	**574.8**	**319.7**	**429.6**	**730.9**	**930.4**	**817.5**	**58,900,116**	**29,633,835**	**1.5880**
metropolitan	3,141.9	1,170.2	822.4	65.4	460.4	251.1	346.0	609.5	764.6	604.3	50,183,357	25,141,531	1.3344
nonmetropolitan	791.3	289.8	116.0	10.4	114.4	68.6	83.6	121.4	165.8	213.2	8,716,759	4,492,304	.2536
AUGUSTA	**584.2**	**207.9**	**217.6**	**6.2**	**93.5**	**54.0**	**60.6**	**95.3**	**123.7**	**137.2**	**6,465,081**	**3,614,523**	**.1922**
metropolitan	404.1	145.4	126.1	5.6	64.1	35.8	42.9	69.2	88.4	89.8	4,886,002	2,929,097	.1456
nonmetropolitan	180.1	62.5	91.5	.6	29.4	18.2	17.7	26.1	35.3	47.4	1,579,079	685,426	.0466
COLUMBUS	**544.8**	**182.1**	**190.0**	**8.9**	**75.0**	**43.5**	**71.0**	**80.2**	**97.3**	**121.2**	**5,403,335**	**2,924,265**	**.1602**
metropolitan	246.7	87.7	94.7	7.7	37.9	20.7	32.1	43.1	47.6	56.5	2,754,110	1,686,624	.0841
nonmetropolitan	298.1	94.4	95.3	1.2	37.1	22.8	38.9	37.1	49.7	64.7	2,649,225	1,237,641	.0761
MACON	**509.6**	**183.1**	**182.5**	**4.2**	**78.0**	**45.6**	**52.4**	**82.6**	**106.5**	**128.0**	**5,787,618**	**3,188,494**	**.1706**
metropolitan	286.8	105.3	100.1	2.9	44.0	25.2	29.8	48.2	61.1	68.8	3,608,984	2,140,222	.1062
nonmetropolitan	222.8	77.8	82.4	1.3	34.0	20.4	22.6	34.4	45.4	59.2	2,178,634	1,048,272	.0644
SAVANNAH	**663.0**	**234.8**	**212.5**	**12.1**	**100.9**	**56.5**	**84.0**	**110.0**	**129.4**	**155.4**	**7,330,095**	**4,139,494**	**.2189**
metropolitan	247.5	91.5	87.8	3.0	35.1	20.6	26.2	41.6	50.9	61.5	3,062,604	1,912,718	.0920
nonmetropolitan	415.5	143.3	124.7	9.1	65.8	35.9	57.8	68.4	78.5	93.9	4,267,491	2,226,776	.1269
IDAHO													
BOISE	**432.2**	**159.3**	**2.2**	**30.2**	**72.5**	**40.0**	**38.9**	**67.7**	**95.2**	**103.5**	**5,786,354**	**2,762,704**	**.1577**
metropolitan	210.9	79.4	1.0	5.8	34.7	18.6	19.9	35.9	49.5	45.6	3,193,125	1,550,437	.0850
nonmetropolitan	221.3	79.9	1.2	24.4	37.8	21.4	19.0	31.8	45.7	57.9	2,593,229	1,212,267	.0727
IDAHO FALLS-POCATELLO	**327.4**	**108.2**	**1.1**	**21.6**	**65.3**	**37.3**	**32.6**	**46.7**	**64.0**	**69.4**	**3,851,026**	**1,900,127**	**.1085**
nonmetropolitan	327.4	108.2	1.1	21.6	65.3	37.3	32.6	46.7	64.0	69.4	3,851,026	1,900,127	.1085
TWIN FALLS	**84.2**	**30.9**	**.1**	**5.5**	**14.6**	**8.5**	**6.3**	**11.5**	**16.7**	**23.9**	**981,435**	**554,946**	**.0290**
nonmetropolitan	84.2	30.9	.1	5.5	14.6	8.5	6.3	11.5	16.7	23.9	981,435	554,946	.0290
ILLINOIS													
CHICAGO	**8,447.7**	**3,037.3**	**1,595.7**	**932.8**	**1,252.5**	**689.3**	**855.2**	**1,478.4**	**1,828.4**	**2,058.9**	**145,642,332**	**64,270,488**	**3.6779**
metropolitan	8,115.6	2,917.1	1,582.3	924.9	1,205.6	662.4	813.3	1,428.2	1,761.0	1,969.3	141,184,009	62,047,607	3.5553
nonmetropolitan	332.1	120.2	13.4	7.9	46.9	26.9	41.9	50.2	67.4	89.6	4,458,323	2,222,881	.1226
PEORIA-BLOOMINGTON	**587.8**	**221.1**	**34.9**	**6.8**	**84.1**	**49.5**	**67.3**	**87.2**	**122.6**	**160.4**	**8,597,452**	**4,253,466**	**.2316**
metropolitan	470.0	176.9	31.9	5.4	67.7	39.3	58.0	70.0	98.8	122.5	7,087,679	3,690,635	.1929
nonmetropolitan	117.8	44.2	3.0	1.4	16.4	10.2	9.3	17.2	23.8	37.9	1,509,773	562,831	.0387
QUINCY-HANNIBAL	**275.2**	**105.2**	**7.1**	**1.8**	**39.0**	**22.4**	**28.9**	**37.6**	**53.0**	**87.1**	**3,207,992**	**1,502,541**	**.0899**
nonmetropolitan	275.2	105.2	7.1	1.8	39.0	22.4	28.9	37.6	53.0	87.1	3,207,992	1,502,541	.0899
ROCKFORD	**414.9**	**157.3**	**28.6**	**12.7**	**62.3**	**34.8**	**36.5**	**66.5**	**89.8**	**111.8**	**6,228,310**	**2,936,598**	**.1647**
metropolitan	285.6	108.5	24.0	10.3	42.8	23.8	26.0	46.5	62.9	74.3	4,440,855	2,257,983	.1194
nonmetropolitan	129.3	48.8	4.6	2.4	19.5	11.0	10.5	20.0	26.9	37.5	1,787,455	678,615	.0453
SPRINGFIELD-DECATUR-CHAMPAIGN	**930.3**	**356.3**	**59.5**	**9.7**	**131.6**	**74.1**	**107.6**	**144.7**	**189.3**	**256.0**	**13,161,947**	**6,716,266**	**.3607**
metropolitan	480.4	186.9	46.3	5.5	67.0	36.5	63.9	79.7	100.2	118.6	7,285,082	3,848,436	.1989
nonmetropolitan	449.9	169.4	13.2	4.2	64.6	37.6	43.7	65.0	89.1	137.4	5,876,865	2,867,830	.1618
INDIANA													
EVANSVILLE	**687.4**	**263.1**	**28.9**	**2.9**	**100.7**	**59.5**	**61.7**	**106.2**	**144.5**	**195.2**	**8,648,994**	**4,471,852**	**.2640**
metropolitan	367.6	142.5	20.0	1.6	54.3	30.3	33.7	58.8	78.4	101.3	4,919,170	2,786,695	.1609
nonmetropolitan	319.8	120.6	8.9	1.3	46.4	29.2	28.0	47.4	66.1	93.9	3,729,824	1,685,157	.1031

IND. (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
FT. WAYNE	639.5	235.9	32.6	10.3	101.6	57.8	59.7	102.2	138.5	161.7	8,613,032	4,346,477	.2371
metropolitan	369.8	138.5	31.8	6.4	58.6	32.9	34.7	61.9	80.4	88.9	5,337,778	2,940,637	.1492
nonmetropolitan	269.7	97.4	.8	3.9	43.0	24.9	25.0 -	40.3	58.1	72.8	3,275,254	1,405,840	.0879
INDIANAPOLIS	2,328.7	684.9	211.9	20.7	334.8	194.1	248.6	386.4	498.6	592.5	33,018,758	17,461,536	.9137
metropolitan	1,729.2	460.8	201.6	15.7	249.5	139.5	193.2	298.5	371.3	420.8	25,717,740	14,278,606	.7163
nonmetropolitan	599.5	224.1	10.3	5.0	85.3	54.6	55.4	87.9	127.3	171.7	7,301,018	3,182,930	.1974
LAFAYETTE	132.3	46.3	2.8	2.2	16.1	8.5	33.3	20.8	23.9	26.1	1,769,455	1,009,883	.0513
metropolitan	132.3	46.3	2.8	2.2	16.1	8.5	33.3	20.8	23.9	26.1	1,769,455	,009,883	.0513
SOUTH BEND-ELKHART	815.7	300.1	42.3	15.2	126.3	71.3	81.6	124.5	169.8	215.4	10,806,388	5,598,924	.3018
metropolitan	571.2	212.5	37.8	11.3	86.3	48.3	60.4	87.9	119.5	150.1	7,780,342	4,284,132	.2217
nonmetropolitan	244.5	87.6	4.5	3.9	40.0	23.0	21.2	36.6	50.3	65.3	3,026,046	1,314,792	.0801
TERRE HAUTE	411.2	157.2	7.8	2.1	57.8	36.1	41.4	58.3	81.4	137.1	4,906,547	3,074,045	.1488
metropolitan	130.0	48.8	6.6	1.1	17.4	10.0	16.9	19.3	25.6	37.3	1,592,090	1,588,002	.0579
nonmetropolitan	281.2	108.4	1.2	1.0	40.4	[illegible]	24.5	39.0	55.8	99.8	3,314,457	1,486,043	.0909
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	807.4	303.2	15.5	5.9	117.9	66.1	95.8	122.1	162.4	230.3	11,048,250	5,542,249	.3026
metropolitan	499.8	188.3	14.7	4.6	70.5	38.8	69.3	79.5	104.1	133.2	7,288,045	4,043,066	.2035
nonmetropolitan	307.6	114.9	.8	1.3	47.4	27.3	26.5	42.6	58.3	97.1	3,760,205	1,499,183	.0991
DAVENPORT-ROCK ISLAND-MOLINE	751.8	301.8	26.7	25.4	116.8	65.4	64.7	113.8	165.2	228.2	10,598,113	4,888,430	.2891
metropolitan	346.5	134.8	19.7	13.2	52.7	29.9	31.4	52.2	74.8	94.9	4,883,743	2,812,347	.1389
nonmetropolitan	405.3	167.0	7.0	12.2	64.1	35.5	33.3	61.6	90.4	133.3	5,714,370	2,076,083	.1502
DES MOINES	907.2	372.9	13.9	10.5	137.5	75.6	98.5	146.3	195.4	276.2	13,596,179	6,927,864	.3721
metropolitan	401.3	156.4	10.4	6.9	59.4	30.9	41.1	70.3	88.6	98.1	6,466,837	3,611,768	.1778
nonmetropolitan	505.9	216.5	3.5	3.6	78.1	44.7	57.4	76.0	106.8	178.1	7,129,342	3,316,096	.1943
OTTUMWA-KIRKSVILLE	67.2	25.9	.3	.5	11.5	6.8	10.6	11.2	17.3	27.4	950,040	464,080	.0273
nonmetropolitan	67.2	25.9	.3	.5	11.5	6.8	10.6	11.2	17.3	27.4	950,040	464,080	.0273
SIOUX CITY	412.3 -	154.3	3.8	5.6	66.8	36.3	37.7	57.5	77.4	126.5	5,144,855	2,643,212	.1431
metropolitan	115.7	43.2	3.1	4.0	19.5	10.3	10.6	17.6	23.0	31.4	1,537,950	910,208	.0446
nonmetropolitan	296.6	111.1	.7	1.6	47.3	26.0	27.1	39.9	54.4	95.1	3,606,905	1,733,004	.0985

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
					2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over			
KANSAS													
TOPEKA	**418.4**	**156.5**	**29.8**	**16.1**	**63.8**	**32.4**	**55.0**	**67.4**	**81.0**	**105.4**	**5,415,269**	**2,631,348**	**.1491**
metropolitan	163.3	64.8	14.0	8.0	24.4	13.1	14.5	26.7	35.7	43.9	2,498,089	1,337,811	.0685
nonmetropolitan	255.1	91.7	15.8	8.1	39.4	19.3	40.5	40.7	45.3	61.5	2,917,180	1,293,537	.0806
WICHITA-HUTCHINSON	**1,100.8**	**424.8**	**47.7**	**54.3**	**176.3**	**91.8**	**94.7**	**174.1**	**220.3**	**307.8**	**15,065,393**	**7,552,510**	**.4130**
metropolitan	464.4	179.0	38.0	19.1	75.8	37.8	43.0	82.0	97.1	112.0	7,104,068	3,570,275	.1907
nonmetropolitan	636.4	245.8	9.7	35.2	100.5	54.0	51.7	92.1	123.2	195.8	7,961,325	3,982,235	.2223
KENTUCKY													
BOWLING GREEN	**122.8**	**46.1**	**7.2**	**.6**	**16.8**	**10.5**	**16.0**	**18.4**	**25.8**	**32.0**	**1,382,054**	**914,232**	**.0432**
nonmetropolitan	122.8	46.1	7.2	.6	16.8	10.5	16.0	18.4	25.8	32.0	1,382,054	914,232	.0432
LEXINGTON	**973.1**	**363.7**	**53.9**	**4.8**	**135.4**	**84.6**	**114.9**	**157.7**	**209.3**	**244.0**	**11,380,812**	**6,282,420**	**.3326**
metropolitan	355.6	136.9	37.9	3.3	47.9	27.2	45.3	65.1	79.3	80.2	5,326,049	3,044,807	.1497
nonmetropolitan	617.5	226.8	16.0	1.5	87.5	57.4	69.6	92.6	130.0	163.8	6,054,763	3,237,613	.1829
LOUISVILLE	**1,445.0**	**546.4**	**148.4**	**10.0**	**209.1**	**125.0**	**138.0**	**236.2**	**314.9**	**379.4**	**18,994,670**	**9,852,899**	**.5313**
metropolitan	956.6	369.5	126.3	5.7	135.2	80.2	87.8	158.5	214.2	253.0	13,623,424	7,310,164	.3783
nonmetropolitan	488.4	176.9	22.1	4.3	73.9	44.8	50.2	77.7	100.7	126.4	5,371,246	2,542,735	.1530
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	**854.9**	**334.6**	**55.3**	**5.0**	**114.1**	**70.8**	**91.7**	**120.5**	**171.2**	**264.2**	**9,582,192**	**5,460,916**	**.2857**
nonmetropolitan	854.9	334.6	55.3	5.0	114.1	70.8	91.7	120.5	171.2	264.2	9,582,192	5,460,916	.2857
LOUISIANA													
ALEXANDRIA	**251.5**	**85.5**	**64.0**	**5.8**	**42.4**	**22.6**	**31.4**	**41.5**	**46.7**	**57.7**	**2,546,304**	**1,448,481**	**.0779**
metropolitan	132.0	46.0	37.3	1.5	22.1	12.3	13.0	21.1	26.1	33.1	1,501,407	1,029,500	.0475
nonmetropolitan	119.5	39.5	26.7	4.3	20.3	10.3	18.4	20.4	20.6	24.6	1,044,897	418,981	.0304
BATON ROUGE	**732.7**	**254.0**	**244.0**	**9.7**	**123.3**	**67.2**	**85.3**	**123.3**	**154.5**	**154.5**	**9,223,490**	**4,841,640**	**.2614**
metropolitan	533.0	190.3	160.2	7.2	88.4	48.0	66.0	90.2	114.5	108.0	7,399,684	4,149,244	.2099
nonmetropolitan	199.7	63.7	83.8	2.5	34.9	19.2	19.3	33.1	40.0	46.5	1,823,806	692,396	.0515
LAFAYETTE	**527.9**	**185.3**	**137.6**	**5.7**	**95.2**	**50.4**	**53.0**	**85.6**	**102.1**	**122.7**	**5,572,629**	**3,182,980**	**.1688**
metropolitan	209.9	75.6	52.5	2.8	36.7	18.7	23.9	37.7	42.9	42.3	2,570,361	1,667,771	.0785
nonmetropolitan	318.0	109.7	85.1	2.9	58.5	31.7	29.1	47.9	59.2	80.4	3,002,268	1,515,209	.0903
LAKE CHARLES	**232.1**	**81.4**	**49.2**	**3.1**	**38.9**	**21.8**	**22.2**	**37.0**	**47.4**	**57.1**	**2,777,239**	**1,468,276**	**.0799**
metropolitan	170.1	60.8	39.4	1.8	28.8	15.7	16.6	27.0	34.9	41.5	2,141,451	1,189,504	.0618
nonmetropolitan	62.0	20.6	9.8	1.3	10.1	6.1	5.6	10.0	12.5	15.6	635,788	278,772	.0181
MONROE-EL DORADO	**478.3**	**169.4**	**158.4**	**3.4**	**78.0**	**46.4**	**53.9**	**67.1**	**89.7**	**128.0**	**4,986,914**	**3,085,550**	**.1551**
metropolitan	142.8	50.4	44.9	1.2	23.7	13.8	17.3	21.7	27.6	33.9	1,653,724	1,276,580	.0544
nonmetropolitan	335.5	119.0	113.5	2.2	54.3	32.6	36.6	45.4	62.1	94.1	3,333,190	1,808,970	.1007
NEW ORLEANS	**1,676.0**	**604.3**	**530.6**	**58.1**	**273.6**	**153.6**	**168.5**	**276.0**	**356.2**	**392.4**	**21,348,668**	**12,434,211**	**.6229**
metropolitan	1,460.0	530.1	470.3	56.0	236.7	132.1	146.0	243.6	313.2	339.6	19,206,048	11,132,238	.5557
nonmetropolitan	216.0	74.2	60.3	2.1	36.9	21.5	22.5	32.4	43.0	52.8	2,142,620	1,301,973	.0672
SHREVEPORT-TEXARKANA	**1,002.6**	**371.0**	**285.8**	**17.7**	**159.3**	**92.7**	**91.0**	**145.1**	**198.8**	**284.0**	**11,334,824**	**6,181,711**	**.3334**
metropolitan	515.5	190.9	161.6	7.2	83.3	47.6	47.5	79.2	106.1	134.9	6,419,744	3,766,971	.1889
nonmetropolitan	487.1	180.1	124.2	10.5	76.0	45.1	43.5	65.9	92.7	149.1	4,915,080	2,414,740	.1445
MAINE													
BANGOR	**334.9**	**125.9**	**.9**	**1.6**	**47.8**	**28.1**	**34.4**	**51.2**	**73.3**	**90.8**	**4,012,565**	**2,384,579**	**.1195**
metropolitan	148.6	54.8	.6	.7	20.4	11.9	19.1	23.8	32.1	37.2	1,890,233	1,271,553	.0580
nonmetropolitan	186.3	71.1	.3	.9	27.4	16.2	15.3	27.4	41.2	53.6	2,122,332	1,113,026	.0615

MAINE (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION: Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.): 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME: Total EBI ($000)	RETAIL SALES: Total Retail Sales ($000)	BUYING POWER INDEX
PORTLAND-POLAND SPRING	**898.7**	**345.2**	**3.9**	**5.2**	**128.6**	**71.1**	**82.8**	**146.9**	**200.9**	**241.9**	**12,813,373**	**7,898,740**	**.3726**
metropolitan	354.4	137.1	2.2	2.4	49.1	26.5	37.1	61.0	78.1	92.0	5,381,673	3,861,174	.1637
nonmetropolitan	544.3	208.1	1.7	2.8	79.5	44.6	45.7	85.9	122.8	149.9	7,431,700	4,037,566	.2089
PRESQUE ISLE	**86.2**	**31.2**	**1.0**	**.5**	**12.3**	**7.5**	**8.4**	**14.2**	**18.4**	**22.9**	**929,374**	**567,046**	**.0286**
nonmetropolitan	86.2	31.2	1.0	.5	12.3	7.5	8.4	14.2	18.4	22.9	929,374	567,046	.0286
MARYLAND													
BALTIMORE	**2,612.2**	**966.0**	**656.5**	**33.2**	**365.2**	**187.1**	**259.9**	**463.8**	**594.2**	**657.4**	**40,899,658**	**18,710,589**	**1.0627**
metropolitan	2,505.1	924.1	634.6	32.1	351.1	179.7	250.7	448.0	571.9	622.3	39,388,374	17,954,615	1.0216
nonmetropolitan	107.1	41.9	21.9	1.1	14.1	7.4	9.2	15.8	22.3	35.1	1,511,284	755,974	.0411
HAGERSTOWN	**122.7**	**45.2**	**7.8**	**.9**	**16.0**	**8.6**	**12.6**	**21.0**	**26.5**	**34.5**	**1,518,759**	**868,139**	**.0444**
metropolitan	122.7	45.2	7.8	.9	16.0	8.6	12.6	21.0	26.5	34.5	1,518,759	868,139	.0444
SALISBURY	**253.2**	**96.4**	**53.2**	**2.8**	**34.1**	**18.5**	**24.4**	**39.5**	**52.5**	**76.9**	**3,206,455**	**2,284,443**	**.1006**
nonmetropolitan	253.2	96.4	53.2	2.8	34.1	18.5	24.4	39.5	52.5	76.9	3,206,455	2,284,443	.1006
MASSACHUSETTS													
BOSTON	**5,745.7**	**2,141.9**	**295.4**	**249.1**	**743.2**	**397.3**	**639.2**	**1,041.7**	**1,267.3**	**1,480.0**	**102,667,608**	**51,193,482**	**2.6728**
metropolitan	5,219.7	1,935.5	291.2	244.7	670.8	360.0	594.8	959.7	1,149.8	1,323.0	94,320,823	45,615,516	2.4275
nonmetropolitan	526.0	206.4	4.2	4.4	72.4	37.3	44.4	82.0	117.5	157.0	8,346,785	5,577,966	.2453
SPRINGFIELD	**678.9**	**250.4**	**42.1**	**54.3**	**92.9**	**49.3**	**86.6**	**107.9**	**142.2**	**179.8**	**9,852,214**	**5,060,134**	**.2690**
metropolitan	607.6	222.2	41.6	53.3	82.7	44.0	80.4	96.6	124.9	160.9	8,822,142	4,581,446	.2417
nonmetropolitan	71.3	28.2	.5	1.0	10.2	5.3	6.2	11.3	17.3	18.9	1,030,072	478,688	.0273
MICHIGAN													
ALPENA	**40.8**	**16.1**	**.1**	**.2**	**5.7**	**3.5**	**3.0**	**5.6**	**8.0**	**14.0**	**453,307**	**268,277**	**.0137**
nonmetropolitan	40.8	16.1	.1	.2	5.7	3.5	3.0	5.6	8.0	14.0	453,307	268,277	.0137
DETROIT	**4,689.5**	**1,733.5**	**996.0**	**92.0**	**677.1**	**388.0**	**476.5**	**796.8**	**1,036.7**	**1,159.2**	**73,930,911**	**35,468,168**	**1.9454**
metropolitan	4,689.5	1,733.5	996.0	92.0	677.1	388.0	476.5	796.8	1,036.7	1,159.2	73,930,911	35,468,168	1.9454
FLINT-SAGINAW-BAY CITY	**1,236.8**	**456.8**	**128.5**	**33.3**	**190.1**	**112.3**	**126.3**	**190.4**	**261.2**	**317.0**	**15,812,132**	**8,611,969**	**.4515**
metropolitan	827.2	309.3	126.1	26.7	127.8	75.9	80.3	131.1	180.6	204.2	11,301,287	6,332,254	.3212
nonmetropolitan	409.6	147.5	2.4	6.6	62.3	36.4	46.0	59.3	80.6	112.8	4,510,845	2,279,715	.1303
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	**1,726.9**	**621.4**	**116.8**	**46.2**	**279.1**	**146.9**	**180.0**	**285.7**	**363.2**	**412.5**	**23,270,113**	**11,828,241**	**.6427**
metropolitan	1,232.2	447.1	103.0	34.5	197.2	101.4	136.7	208.2	258.6	286.8	17,443,514	9,458,830	.4867
nonmetropolitan	494.7	174.3	13.8	11.7	81.9	45.5	43.3	77.5	104.6	125.7	5,826,599	2,369,411	.1560
LANSING	**633.5**	**229.1**	**46.2**	**20.2**	**93.8**	**51.8**	**86.0**	**105.3**	**138.1**	**138.9**	**8,815,910**	**4,579,632**	**.2438**
metropolitan	589.5	213.2	46.1	19.8	86.8	47.7	81.7	98.9	129.1	127.2	8,296,065	4,365,018	.2297
nonmetropolitan	44.0	15.9	.1	.4	7.0	4.1	4.3	6.4	9.0	11.7	519,845	214,614	.0141
MARQUETTE	**151.6**	**56.9**	**1.7**	**.9**	**21.3**	**12.2**	**19.2**	**21.5**	**30.0**	**43.3**	**1,667,367**	**891,798**	**.0488**
nonmetropolitan	151.6	56.9	1.7	.9	21.3	12.2	19.2	21.5	30.0	43.3	1,667,367	891,798	.0488
TRAVERSE CITY-CADILLAC	**486.3**	**182.9**	**6.0**	**3.8**	**72.4**	**40.3**	**45.0**	**70.0**	**98.3**	**146.2**	**5,493,658**	**3,501,517**	**.1700**
nonmetropolitan	486.3	182.9	6.0	3.8	72.4	40.3	45.0	70.0	98.3	146.2	5,493,658	3,501,517	.1700
MINNESOTA													
DULUTH-SUPERIOR	**431.8**	**170.7**	**1.8**	**2.1**	**62.1**	**36.5**	**35.9**	**58.6**	**90.7**	**137.0**	**5,049,006**	**3,055,568**	**.1519**
metropolitan	237.1	94.5	1.3	1.2	33.1	19.5	22.8	33.0	50.5	72.2	2,869,209	1,786,197	.0866
nonmetropolitan	194.7	76.2	.5	.9	29.0	17.0	13.1	25.6	40.2	64.8	2,179,797	1,269,371	.0653

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STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
MANKATO	**81.9**	**30.3**	**.3**	**.9**	**11.5**	**6.3**	**14.0**	**11.1**	**14.6**	**22.3**	**959,715**	**665,598**	**.0305**
nonmetropolitan	81.9	30.3	.3	.9	11.5	6.3	14.0	11.1	14.6	22.3	959,715	665,598	.0305
MINNEAPOLIS-ST. PAUL	**3,718.2**	**1,394.9**	**102.5**	**49.1**	**586.3**	**295.0**	**365.2**	**665.2**	**810.0**	**873.2**	**55,240,216**	**29,768,599**	**1.5244**
metropolitan	2,743.1	1,033.5	100.4	40.9	428.3	209.1	278.3	528.5	620.3	583.6	44,200,576	23,971,722	1.2036
nonmetropolitan	975.1	361.4	2.1	8.2	158.0	85.9	86.9	136.7	189.7	289.6	11,039,640	5,796,877	.3208
ROCHESTER-MASON CITY-AUSTIN	**349.9**	**136.1**	**1.4**	**4.2**	**54.6**	**28.9**	**26.8**	**54.1**	**70.3**	**104.5**	**4,616,621**	**2,576,023**	**.1321**
metropolitan	109.5	41.2	.9	1.0	18.1	8.5	9.7	21.2	24.1	23.9	1,716,654	1,058,720	.0492
nonmetropolitan	240.4	94.9	.5	3.2	36.5	20.4	17.1	32.9	46.2	80.6	2,899,967	1,517,303	.0829
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	**302.2**	**107.1**	**61.1**	**3.9**	**48.3**	**28.3**	**32.4**	**49.8**	**61.8**	**71.3**	**3,290,386**	**1,705,428**	**.0961**
metropolitan	280.8	100.0	56.5	3.8	44.9	26.1	29.9	46.7	57.5	66.1	3,106,359	1,625,549	.0905
nonmetropolitan	21.4	7.1	4.6	.1	3.4	2.2	2.5	3.1	4.3	5.2	184,027	79,879	.0056
COLUMBUS-TUPELO	**474.5**	**173.4**	**138.0**	**2.2**	**73.0**	**44.3**	**54.2**	**69.5**	**91.8**	**126.6**	**4,868,107**	**2,378,514**	**.1417**
nonmetropolitan	474.5	173.4	138.0	2.2	73.0	44.3	54.2	69.5	91.8	126.6	4,868,107	2,378,514	.1417
GREENWOOD-GREENVILLE	**219.8**	**71.3**	**131.4**	**1.1**	**40.6**	**24.4**	**24.2**	**30.2**	**38.6**	**53.9**	**1,852,571**	**1,023,748**	**.0592**
nonmetropolitan	219.8	71.3	131.4	1.1	40.6	24.4	24.2	30.2	38.6	53.9	1,852,571	1,023,748	.0592
JACKSON	**815.9**	**288.9**	**363.6**	**3.0**	**134.0**	**80.1**	**83.9**	**125.7**	**161.1**	**204.4**	**8,871,825**	**4,855,494**	**.2637**
metropolitan	401.3	142.4	171.0	1.7	64.0	36.4	43.7	68.4	84.4	91.0	5,226,784	2,926,089	.1499
nonmetropolitan	414.6	146.5	192.6	1.3	70.0	43.7	40.2	57.3	76.7	113.4	3,645,041	1,929,405	.1138
LAUREL-HATTIESBURG	**251.5**	**90.7**	**73.0**	**1.0**	**40.3**	**24.2**	**29.2**	**37.7**	**48.0**	**64.2**	**2,470,727**	**1,294,551**	**.0744**
nonmetropolitan	251.5	90.7	73.0	1.0	40.3	24.2	29.2	37.7	48.0	64.2	2,470,727	1,294,551	.0744
MERIDIAN	**180.4**	**65.5**	**67.6**	**.8**	**28.5**	**18.0**	**18.6**	**25.6**	**34.2**	**49.7**	**1,812,683**	**936,208**	**.0540**
nonmetropolitan	180.4	65.5	67.6	.8	28.5	18.0	18.6	25.6	34.2	49.7	1,812,683	936,208	.0540
MISSOURI													
COLUMBIA-JEFFERSON CITY	**362.6**	**134.4**	**21.2**	**2.6**	**51.9**	**28.0**	**47.3**	**58.8**	**72.8**	**93.4**	**4,582,343**	**2,609,224**	**.1327**
metropolitan	114.3	42.6	8.8	1.3	15.5	7.3	24.3	20.9	22.4	20.5	1,559,176	921,455	.0452
nonmetropolitan	248.3	91.8	12.4	1.3	36.4	20.7	23.0	37.9	50.4	72.9	3,023,167	1,687,769	.0875
JOPLIN-PITTSBURG	**353.2**	**139.6**	**4.2**	**3.6**	**51.5**	**29.6**	**32.5**	**49.1**	**69.0**	**111.4**	**3,911,594**	**2,175,177**	**.1161**
metropolitan	136.4	53.6	1.4	1.2	20.0	11.5	12.9	20.3	27.8	39.9	1,583,757	1,058,134	.0493
nonmetropolitan	216.8	86.0	2.8	2.4	31.5	18.1	19.6	28.8	41.2	71.5	2,327,837	1,117,043	.0668
KANSAS CITY	**2,008.3**	**770.2**	**219.4**	**52.5**	**301.6**	**160.6**	**197.1**	**342.6**	**435.6**	**506.7**	**30,564,352**	**14,730,593**	**.8105**
metropolitan	1,691.7	649.6	210.4	49.1	255.3	134.3	165.6	298.0	375.9	407.4	27,011,124	13,146,951	.7124
nonmetropolitan	316.6	120.6	9.0	3.4	46.3	26.3	31.5	44.6	59.7	99.3	3,553,228	1,583,642	.0981
ST. JOSEPH	**119.2**	**45.7**	**2.9**	**1.9**	**17.1**	**9.6**	**13.5**	**17.2**	**21.8**	**36.6**	**1,379,695**	**776,931**	**.0408**
metropolitan	82.7	32.2	2.7	1.7	12.1	6.9	7.7	12.6	15.9	25.0	1,001,411	610,742	.0300
nonmetropolitan	36.5	13.5	.2	.2	5.0	2.7	5.8	4.6	5.9	11.6	378,284	166,189	.0108
ST. LOUIS	**2,946.1**	**1,112.3**	**440.8**	**28.9**	**445.9**	**242.3**	**264.0**	**488.8**	**619.7**	**792.7**	**44,213,680**	**20,757,549**	**1.1671**
metropolitan	2,475.7	936.3	428.8	26.4	375.1	201.1	225.5	419.5	527.2	648.0	38,851,311	18,310,538	1.0179
nonmetropolitan	470.4	176.0	12.0	2.5	70.8	41.2	38.5	69.3	92.5	144.7	5,362,369	2,447,011	.1492
SPRINGFIELD	**835.4**	**324.3**	**11.0**	**7.3**	**114.8**	**68.1**	**83.9**	**117.3**	**165.4**	**263.4**	**9,396,453**	**5,286,195**	**.2790**
metropolitan	248.2	95.7	4.0	2.1	33.4	19.1	33.1	39.3	52.4	64.1	3,240,192	2,111,044	.0978
nonmetropolitan	587.2	228.6	7.0	5.2	81.4	49.0	50.8	78.0	113.0	199.3	6,156,261	3,175,151	.1812
MONTANA													
BILLINGS-HARDIN	**224.1**	**85.7**	**.8**	**5.7**	**36.2**	**20.5**	**17.0**	**33.2**	**50.1**	**60.3**	**2,894,793**	**1,628,708**	**.0835**
metropolitan	112.8	44.5	.6	3.1	17.7	9.8	9.6	18.2	25.4	28.7	1,582,270	1,093,984	.0481
nonmetropolitan	111.3	41.2	.2	2.6	18.5	10.7	7.4	15.0	24.7	31.6	1,312,523	534,724	.0354

MONT. (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
BUTTE	**127.9**	**49.4**	**.2**	**2.0**	**18.3**	**10.3**	**14.9**	**19.6**	**28.3**	**32.9**	**1,657,242**	**854,098**	**.0458**
nonmetropolitan	127.9	49.4	.2	2.0	18.3	10.3	14.9	19.6	28.3	32.9	1,657,242	854,098	.0458
GREAT FALLS	**169.3**	**63.5**	**1.2**	**2.0**	**28.7**	**15.2**	**12.8**	**25.7**	**34.6**	**46.6**	**2,073,766**	**1,039,017**	**.0586**
metropolitan	77.9	30.3	1.1	1.4	12.6	6.4	6.8	12.8	16.2	20.4	1,029,820	623,438	.0301
nonmetropolitan	91.4	33.2	.1	.6	16.1	8.8	6.0	12.9	18.4	26.2	1,043,946	415,579	.0285
HELENA	**48.2**	**19.0**	**.1**	**.6**	**7.8**	**4.1**	**3.8**	**7.3**	**12.0**	**11.8**	**685,676**	**362,700**	**.0190**
nonmetropolitan	48.2	19.0	.1	.6	7.8	4.1	3.8	7.3	12.0	11.8	685,676	362,700	.0190
MISSOULA	**192.8**	**74.8**	**.3**	**2.5**	**30.4**	**16.9**	**17.0**	**28.2**	**45.3**	**49.4**	**2,572,472**	**1,436,264**	**.0735**
nonmetropolitan	192.8	74.8	.3	2.5	30.4	16.9	17.0	28.2	45.3	49.4	2,572,472	1,436,264	.0735
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	**623.0**	**243.2**	**5.8**	**10.1**	**91.6**	**50.2**	**63.9**	**92.9**	**123.3**	**182.8**	**8,454,070**	**3,938,373**	**.2271**
metropolitan	217.6	84.3	5.0	4.1	30.6	15.3	32.8	38.4	45.8	48.1	3,385,708	1,579,558	.0885
nonmetropolitan	405.4	158.9	.8	6.0	61.0	34.9	31.1	54.5	77.5	134.7	5,068,362	2,358,815	.1386
NORTH PLATTE	**44.9**	**17.7**	**.1**	**2.0**	**7.5**	**4.2**	**2.9**	**6.1**	**9.3**	**13.6**	**590,414**	**320,583**	**.0168**
nonmetropolitan	44.9	17.7	.1	2.0	7.5	4.2	2.9	6.1	9.3	13.6	590,414	320,583	.0168
OMAHA	**946.7**	**358.8**	**54.1**	**19.2**	**150.0**	**81.3**	**84.6**	**154.1**	**197.2**	**248.7**	**13,709,233**	**6,573,397**	**.3669**
metropolitan	625.9	235.2	53.4	16.9	100.6	53.2	61.5	110.6	135.0	143.3	9,728,236	4,877,841	.2600
nonmetropolitan	320.8	123.6	.7	2.3	49.4	28.1	23.1	43.5	62.2	105.4	3,980,997	1,695,556	.1069
NEVADA													
LAS VEGAS	**831.8**	**321.3**	**79.0**	**95.7**	**118.2**	**59.7**	**82.5**	**150.0**	**187.0**	**205.9**	**12,215,345**	**6,013,419**	**.3284**
metropolitan	817.4	316.0	78.7	94.9	116.0	58.4	81.6	147.9	184.0	201.5	12,010,367	5,970,528	.3238
nonmetropolitan	14.4	5.3	.3	.8	2.2	1.3	.9	2.1	3.0	4.4	204,978	42,891	.0046
RENO	**509.3**	**196.8**	**10.4**	**47.1**	**72.6**	**36.6**	**46.4**	**88.8**	**122.7**	**125.6**	**7,798,566**	**4,088,625**	**.2123**
metropolitan	311.0	123.4	6.5	28.8	42.8	21.2	30.3	55.9	76.4	74.3	4,983,962	2,873,272	.1386
nonmetropolitan	198.3	73.4	3.9	18.3	29.8	15.4	16.1	32.9	46.3	51.3	2,814,604	1,215,353	.0737
NEW MEXICO													
ALBUQUERQUE	**1,468.3**	**525.5**	**27.6**	**516.9**	**253.5**	**135.0**	**134.9**	**238.5**	**313.0**	**340.8**	**17,101,753**	**9,056,510**	**.4944**
metropolitan	624.4	241.4	15.9	234.6	95.0	49.2	60.6	109.7	146.5	143.4	9,011,435	4,957,241	.2518
nonmetropolitan	843.9	284.1	11.7	282.3	158.5	85.8	74.3	128.8	166.5	197.4	8,090,318	4,099,269	.2426
NEW YORK													
ALBANY-SCHENECTADY-TROY	**1,337.0**	**510.8**	**53.5**	**22.6**	**179.2**	**101.1**	**143.6**	**210.3**	**289.0**	**375.5**	**20,077,337**	**10,459,641**	**.5465**
metropolitan	1,144.9	438.4	49.6	20.3	152.1	85.5	125.9	183.0	247.5	318.1	17,573,701	9,198,074	.4770
nonmetropolitan	192.1	72.4	3.9	2.3	27.1	15.6	17.7	27.3	41.5	57.4	2,503,636	1,261,567	.0695
BINGHAMTON	**425.7**	**160.5**	**6.1**	**4.3**	**61.0**	**33.7**	**42.4**	**65.7**	**88.1**	**122.1**	**5,636,943**	**2,866,371**	**.1563**
metropolitan	264.1	100.4	5.0	3.0	36.6	19.5	28.4	42.8	54.1	74.9	3,667,013	1,905,840	.1013
nonmetropolitan	161.6	60.1	1.1	1.3	24.4	14.2	14.0	22.9	34.0	47.2	1,969,930	960,531	.0550
BUFFALO	**1,627.0**	**621.3**	**133.4**	**32.7**	**225.3**	**125.0**	**166.8**	**252.0**	**332.4**	**477.8**	**21,028,733**	**10,686,248**	**.5865**
metropolitan	1,325.9	514.6	128.1	29.6	179.8	98.9	135.4	207.8	271.1	393.9	17,592,961	9,192,249	.4919
nonmetropolitan	301.1	106.7	5.3	3.1	45.5	26.1	31.4	44.2	61.3	83.9	3,435,772	1,493,999	.0946
ELMIRA	**236.2**	**88.1**	**7.2**	**2.2**	**35.1**	**19.9**	**22.2**	**34.4**	**48.6**	**68.9**	**2,917,014**	**1,462,644**	**.0820**
metropolitan	95.6	35.5	5.7	1.5	13.9	7.6	9.3	14.5	19.7	27.7	1,218,757	676,981	.0350
nonmetropolitan	140.6	52.6	1.5	.7	21.2	12.3	12.9	19.9	28.9	41.2	1,698,257	785,663	.0470
NEW YORK	**18,758.4**	**6,827.0**	**3,677.1**	**2,879.1**	**2,402.7**	**1,393.6**	**1,874.2**	**3,221.9**	**4,176.5**	**5,107.7**	**356,697,241**	**134,912,646**	**8.4850**
metropolitan	18,489.2	6,728.9	3,661.8	2,866.2	2,365.7	1,373.9	1,849.4	3,177.5	4,115.9	5,033.3	352,899,089	133,108,594	8.3830
nonmetropolitan	269.2	98.1	15.3	12.9	37.0	19.7	24.8	44.4	60.6	74.4	3,798,152	1,804,052	.1020
ROCHESTER	**1,008.0**	**376.8**	**99.0**	**32.7**	**145.8**	**75.4**	**109.3**	**168.9**	**222.2**	**253.7**	**15,453,199**	**7,440,110**	**.4093**
metropolitan	1,008.0	376.8	99.0	32.7	145.8	75.4	109.3	168.9	222.2	253.7	15,453,199	7,440,110	.4093

S&MM ESTIMATES: 12/31/91	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
SYRACUSE	**1,058.0**	**387.0**	**54.7**	**16.4**	**151.3**	**80.5**	**137.5**	**171.0**	**217.2**	**268.1**	**14,364,968**	**7,198,990**	**.3946**
metropolitan	756.1	279.[illegible]	46.9	11.6	109.6	57.9	90.8	123.5	155.9	194.5	10,585,703	5,429,668	.2911
nonmetropolitan	301.9	107.7	7.8	4.8	41.7	22.6	46.7	47.5	61.3	73.6	3,779,265	1,769,322	.1035
UTICA	**284.0**	**104.5**	**10.6**	**5.1**	**39.6**	**22.1**	**32.4**	**41.8**	**57.0**	**83.1**	**3,535,230**	**1,894,000**	**.1008**
metropolitan	222.7	82.5	9.7	4.3	31.4	17.4	23.1	33.9	44.7	65.8	2,764,421	1,410,702	.0778
nonmetropolitan	61.3	22.0	.9	.8	8.2	4.7	9.3	7.9	12.3	17.3	770,809	483,298	.0230
WATERTOWN-CARTHAGE	**257.6**	**87.5**	**10.8**	**5.2**	**39.4**	**21.8**	**36.0**	**41.5**	**49.2**	**61.0**	**2,821,496**	**1,631,628**	**.0850**
nonmetropolitan	257.6	87.5	10.8	5.2	39.4	21.8	36.0	41.5	49.2	61.0	2,821,496	1,631,628	.0850
NORTH CAROLINA													
CHARLOTTE	**1,985.0**	**752.4**	**366.5**	**15.4**	**270.8**	**161.0**	**212.1**	**330.3**	**444.2**	**505.4**	**26,605,585**	**13,582,401**	**.7371**
metropolitan	1,426.4	542.5	257.9	12.7	196.0	113.4	150.7	247.5	324.1	349.9	20,325,815	10,313,179	.5548
nonmetropolitan	558.6	209.9	108.6	2.7	74.8	47.6	61.4	82.8	120.1	155.5	6,279,770	3,269,222	.1823
GREENSBORO-WINSTON SALEM-HIGH POINT	**1,351.4**	**531.7**	**247.8**	**10.5**	**170.7**	**105.0**	**142.8**	**220.2**	**303.8**	**370.8**	**18,273,362**	**9,823,926**	**.5135**
metropolitan	1,071.0	423.4	208.4	8.0	135.5	81.2	116.7	177.9	241.7	287.3	15,157,184	8,248,823	.4237
nonmetropolitan	280.4	108.3	39.4	2.5	35.2	23.8	26.1	42.3	62.1	83.5	3,116,178	1,575,103	.0898
GREENVILLE-NEW BERN-WASHINGTON	**646.9**	**228.6**	**190.0**	**14.0**	**91.7**	**51.8**	**96.8**	**110.5**	**124.3**	**149.9**	**7,261,026**	**3,819,265**	**.2117**
metropolitan	153.5	42.4	31.2	8.5	22.2	9.2	41.3	33.0	23.2	18.1	1,728,365	759,280	.0478
nonmetropolitan	493.4	186.2	158.8	5.5	69.5	42.6	55.5	77.5	101.1	131.8	5,532,661	3,059,985	.1639
RALEIGH-DURHAM	**1,988.1**	**745.5**	**600.1**	**33.5**	**276.4**	**158.6**	**242.6**	**355.5**	**432.1**	**458.8**	**26,254,511**	**13,320,330**	**.7276**
metropolitan	1,046.6	394.0	281.5	23.5	143.9	75.7	152.3	207.8	232.0	200.1	15,597,296	7,936,524	.4223
nonmetropolitan	941.5	351.5	318.6	10.0	132.5	82.9	90.3	147.7	200.1	258.7	10,657,215	5,383,806	.3053
WILMINGTON	**392.0**	**148.3**	**95.6**	**2.5**	**55.3**	**35.8**	**40.0**	**58.6**	**84.6**	**105.8**	**4,436,924**	**2,470,475**	**.1312**
metropolitan	123.0	49.3	24.4	.9	15.4	9.5	14.8	19.6	28.1	32.2	1,720,435	1,163,612	.0520
nonmetropolitan	269.0	99.0	71.2	1.6	39.9	26.3	25.2	39.0	56.5	73.6	2,716,489	1,306,863	.0792

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)								
					2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
NORTH DAKOTA													
FARGO	**571.2**	**215.9**	**2.4**	**6.2**	**88.5**	**47.4**	**63.2**	**86.1**	**109.8**	**159.1**	**6,925,878**	**4,002,951**	**.2035**
metropolitan	227.7	84.6	2.0	3.1	34.1	16.8	38.7	40.1	44.3	46.3	3,075,498	2,058,202	.0931
nonmetropolitan	343.5	131.3	.4	3.1	54.4	30.6	24.5	46.0	65.5	112.8	3,850,380	1,944,749	.1104
MINOT-BISMARCK-DICKINSON-GLENDIVE	**365.4**	**136.6**	**1.7**	**2.5**	**61.9**	**34.3**	**28.7**	**55.0**	**72.5**	**101.4**	**4,324,461**	**2,298,044**	**.1245**
metropolitan	84.0	31.5	.1	.5	13.8	7.7	7.4	13.9	18.4	20.2	1,170,576	737,213	.0344
nonmetropolitan	281.4	105.1	1.6	2.0	48.1	26.6	21.3	41.1	54.1	81.2	3,153,885	1,560,831	.0901
OHIO													
CINCINNATI	**2,030.8**	**758.2**	**211.6**	**9.8**	**313.6**	**169.6**	**205.4**	**337.8**	**426.0**	**512.1**	**29,554,868**	**14,242,326**	**.7917**
metropolitan	1,763.5	661.1	208.0	9.2	272.2	143.9	181.4	298.1	371.3	438.4	26,617,203	13,016,062	.7105
nonmetropolitan	267.3	97.1	3.6	.6	41.4	25.7	24.0	39.7	54.7	73.7	2,937,665	1,226,264	.0812
CLEVELAND	**3,757.6**	**1,427.6**	**497.6**	**62.2**	**537.7**	**306.0**	**352.4**	**591.6**	**803.7**	**1,051.5**	**53,529,805**	**26,556,430**	**1.4517**
metropolitan	3,253.9	1,245.7	484.5	57.4	458.2	259.8	307.4	516.9	698.2	914.8	47,437,692	23,433,716	1.2788
nonmetropolitan	503.7	181.9	13.1	4.8	79.5	46.2	45.0	74.7	105.5	136.7	6,092,113	3,122,714	.1729
COLUMBUS	**1,856.8**	**698.1**	**182.1**	**13.7**	**269.3**	**149.6**	**210.9**	**326.5**	**402.5**	**439.5**	**26,365,307**	**13,212,605**	**.7176**
metropolitan	1,407.2	534.5	171.3	11.8	202.2	109.3	168.8	258.5	307.6	315.4	21,361,169	11,017,287	.5788
nonmetropolitan	449.6	163.6	10.8	1.9	67.1	40.3	42.1	68.0	94.9	124.1	5,004,138	2,195,318	.1388

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
					2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over			
DAYTON	**1,337.3**	**505.2**	**136.0**	**9.2**	**197.8**	**111.6**	**133.1**	**208.8**	**286.3**	**358.9**	**18,939,935**	**9,202,605**	**.5112**
metropolitan	1,005.1	384.0	129.3	7.6	146.1	81.0	103.4	159.6	217.3	267.1	14,592,064	7,348,143	.3960
nonmetropolitan	332.2	121.2	6.7	1.6	51.7	30.6	29.7	49.2	69.0	91.8	4,347,871	1,854,462	.1152
LIMA	**110.6**	**39.5**	**12.8**	**1.3**	**17.1**	**9.9**	**10.5**	**17.2**	**22.7**	**29.7**	**1,315,990**	**984,011**	**.0425**
metropolitan	110.6	39.5	12.8	1.3	17.1	9.9	10.5	17.2	22.7	29.7	1,315,990	984,011	.0425
TOLEDO	**1,103.8**	**407.0**	**78.2**	**41.5**	**169.0**	**96.7**	**117.4**	**172.5**	**228.4**	**284.9**	**14,697,752**	**7,647,256**	**.4100**
metropolitan	619.0	232.8	72.0	20.8	92.1	51.7	73.3	98.9	127.1	155.8	8,511,504	4,676,569	.2399
nonmetropolitan	484.8	174.2	6.2	20.7	76.9	45.0	44.1	73.6	101.3	129.1	6,186,248	2,970,687	.1701
YOUNGSTOWN	**717.3**	**272.7**	**63.0**	**8.3**	**98.7**	**60.6**	**63.0**	**101.2**	**150.2**	**223.7**	**8,775,225**	**4,905,252**	**.2550**
metropolitan	609.1	231.8	61.6	7.9	82.8	50.7	54.1	85.7	127.4	191.6	7,523,208	4,320,699	.2201
nonmetropolitan	108.2	40.9	1.4	.4	15.9	9.9	8.9	15.5	22.8	32.1	1,252,017	584,553	.0349
ZANESVILLE	**82.5**	**31.0**	**3.5**	**.2**	**12.5**	**7.2**	**8.1**	**12.3**	**16.7**	**23.3**	**946,075**	**606,589**	**.0291**
nonmetropolitan	82.5	31.0	3.5	.2	12.5	7.2	8.1	12.3	16.7	23.3	946,075	606,589	.0291
OKLAHOMA													
ARDMORE-ADA	**184.3**	**71.1**	**8.6**	**3.0**	**26.4**	**16.5**	**16.8**	**24.6**	**35.7**	**59.2**	**1,739,637**	**967,240**	**.0535**
nonmetropolitan	184.3	71.1	8.6	3.0	26.4	16.5	16.8	24.6	35.7	59.2	1,739,637	967,240	.0535
OKLAHOMA CITY	**1,471.9**	**565.7**	**120.2**	**48.4**	**223.5**	**123.6**	**153.7**	**239.1**	**304.9**	**382.7**	**17,905,422**	**9,843,741**	**.5181**
metropolitan	1,022.8	392.9	107.7	37.1	156.6	85.2	107.5	175.3	219.7	246.3	13,202,128	7,651,311	.3838
nonmetropolitan	449.1	172.8	12.5	11.3	66.9	38.4	46.2	63.8	85.2	136.4	4,703,294	2,192,430	.1343
TULSA	**1,157.5**	**449.7**	**82.9**	**20.6**	**175.6**	**98.8**	**102.0**	**177.4**	**248.0**	**320.5**	**14,026,073**	**7,597,521**	**.4045**
metropolitan	715.5	280.0	59.8	15.1	110.3	59.9	65.8	118.7	160.3	177.7	9,485,966	5,224,460	.2697
nonmetropolitan	442.0	169.7	23.1	5.5	65.3	38.9	36.2	58.7	87.7	142.8	4,540,107	2,373,061	.1348
OREGON													
BEND	**78.0**	**30.5**	**.1**	**1.6**	**11.5**	**6.5**	**5.5**	**11.4**	**19.3**	**21.6**	**1,094,277**	**728,971**	**.0328**
nonmetropolitan	78.0	30.5	.1	1.6	11.5	6.5	5.5	11.4	19.3	21.6	1,094,277	728,971	.0328
EUGENE	**444.5**	**173.7**	**2.6**	**10.7**	**63.6**	**36.0**	**43.6**	**64.0**	**102.1**	**122.7**	**5,458,071**	**3,385,812**	**.1640**
metropolitan	287.1	112.6	2.2	7.0	40.4	22.3	32.4	43.1	67.8	73.1	3,681,104	2,267,764	.1093
nonmetropolitan	157.4	61.1	.4	3.7	23.2	13.7	11.2	20.9	34.3	49.6	1,776,967	1,118,048	.0547
MEDFORD	**356.6**	**141.1**	**1.8**	**15.4**	**51.0**	**29.6**	**26.3**	**45.6**	**80.2**	**114.1**	**4,252,245**	**2,849,087**	**.1323**
metropolitan	151.4	59.3	.4	6.3	21.6	12.3	12.3	20.0	35.2	45.8	1,895,855	1,487,367	.0619
nonmetropolitan	205.2	81.8	1.4	9.1	29.4	17.3	14.0	25.6	45.0	68.3	2,356,390	1,361,720	.0704
PORTLAND	**2,342.8**	**902.4**	**48.8**	**93.6**	**347.9**	**189.3**	**212.2**	**373.7**	**556.6**	**590.1**	**33,521,985**	**17,917,750**	**.9291**
metropolitan	1,813.1	697.9	47.0	77.0	268.9	144.5	163.3	299.1	439.2	441.0	26,947,995	14,607,651	.7450
nonmetropolitan	529.7	204.5	1.8	16.6	79.0	44.8	48.9	74.6	117.4	149.1	6,573,990	3,310,099	.1841
PENNSYLVANIA													
ERIE	**410.4**	**152.8**	**16.1**	**4.0**	**59.8**	**34.6**	**43.9**	**59.7**	**84.7**	**115.6**	**5,277,730**	**2,942,735**	**.1518**
metropolitan	275.4	101.7	14.9	3.5	40.5	23.0	31.5	41.2	56.2	74.6	3,646,389	1,788,155	.1001
nonmetropolitan	135.0	51.1	1.2	.5	19.3	11.6	12.4	18.5	28.5	41.0	1,631,341	1,154,580	.0517
HARRISBURG-YORK-LANCASTER-LEBANON	**1,530.5**	**572.1**	**66.8**	**34.7**	**213.6**	**119.3**	**151.4**	**244.9**	**335.0**	**419.8**	**23,144,886**	**11,552,171**	**.6213**
metropolitan	1,463.3	546.5	66.6	34.5	204.1	113.8	145.4	235.1	321.1	399.3	22,371,481	11,172,074	.5994
nonmetropolitan	67.2	25.6	.2	.2	9.5	5.5	6.0	9.8	13.9	20.5	773,405	380,097	.0219
JOHNSTOWN-ALTOONA	**764.8**	**286.1**	**10.9**	**3.7**	**99.7**	**61.4**	**90.6**	**110.6**	**152.8**	**230.2**	**8,821,512**	**4,687,871**	**.2565**
metropolitan	494.4	184.4	8.1	3.1	62.1	38.1	66.6	71.1	97.8	146.5	5,807,120	3,096,912	.1681
nonmetropolitan	270.4	101.7	2.8	.6	37.6	23.3	24.0	39.5	55.0	83.7	3,014,392	1,590,959	.0884
PHILADELPHIA	**7,245.8**	**2,664.4**	**1,232.9**	**305.4**	**997.5**	**542.2**	**736.5**	**1,212.6**	**1,546.0**	**1,985.3**	**122,798,844**	**54,075,254**	**3.1081**
metropolitan	7,131.6	2,624.4	1,211.3	302.8	979.5	532.9	723.4	1,193.0	1,522.6	1,958.6	121,417,076	52,956,318	3.0621
nonmetropolitan	114.2	40.0	21.6	2.6	18.0	9.3	13.1	19.6	23.4	26.7	1,381,768	1,118,936	.0460

PA. (cont.)

S&MM ESTIMATES: 12/31/91	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
PITTSBURGH	**2,941.0**	**1,153.9**	**189.9**	**15.7**	**370.6**	**215.6**	**283.8**	**441.0**	**614.9**	**938.9**	**41,067,332**	**18,458,957**	**1.0866**
metropolitan	2,257.1	900.3	181.1	12.9	278.4	159.8	201.8	342.3	473.6	742.6	33,058,305	14,670,852	.8629
nonmetropolitan	683.9	253.6	8.8	2.8	92.2	55.8	82.0	98.7	141.3	196.3	8,009,027	3,788,105	.2237
WILKES BARRE-SCRANTON	**1,384.3**	**528.2**	**14.7**	**10.3**	**178.2**	**105.3**	**133.6**	**196.5**	**281.5**	**452.7**	**17,619,085**	**9,110,642**	**.4948**
metropolitan	917.5	351.2	11.5	7.3	116.7	68.5	89.7	130.9	187.0	300.4	11,982,704	6,379,121	.3378
nonmetropolitan	466.8	177.0	3.2	3.0	61.5	36.8	43.9	65.6	94.5	152.3	5,636,381	2,731,522	.1570
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	**1,535.7**	**575.4**	**55.4**	**63.5**	**201.3**	**112.2**	**171.1**	**253.6**	**322.0**	**429.7**	**22,000,452**	**11,219,089**	**.6009**
metropolitan	1,436.1	537.3	51.6	61.6	188.5	105.2	160.3	236.6	298.8	403.8	20,381,199	10,433,704	.5584
nonmetropolitan	99.6	38.1	3.8	1.9	12.8	7.0	10.8	17.0	23.2	25.9	1,619,253	785,385	.0425
SOUTH CAROLINA													
CHARLESTON	**643.9**	**225.1**	**218.5**	**7.9**	**105.0**	**54.7**	**77.3**	**116.3**	**133.9**	**132.8**	**7,633,198**	**4,192,548**	**.2220**
metropolitan	524.3	183.8	158.4	7.6	84.9	41.9	66.4	99.7	109.5	101.9	6,485,378	3,562,689	.1870
nonmetropolitan	119.6	41.3	60.1	.3	20.1	12.8	10.9	16.6	24.4	30.9	1,147,820	629,859	.0350
COLUMBIA	**830.8**	**292.1**	**315.6**	**8.0**	**122.0**	**73.0**	**97.6**	**142.8**	**180.8**	**188.3**	**9,995,739**	**5,610,826**	**.2923**
metropolitan	462.3	166.6	142.5	6.0	64.0	38.5	58.4	85.0	104.9	97.2	6,300,724	3,626.176	.1807
nonmetropolitan	368.5	125.5	173.1	2.0	58.0	34.5	39.2	57.8	75.9	91.1	3,695,015	1,984,650	.1116
FLORENCE-MYRTLE BEACH	**422.4**	**153.6**	**141.9**	**2.0**	**62.4**	**40.5**	**41.7**	**65.5**	**90.0**	**109.1**	**4,635,295**	**3,451,721**	**.1525**
metropolitan	115.8	40.7	45.2	.4	18.0	11.5	11.7	17.5	25.6	27.8	1,307,896	965,081	.0425
nonmetropolitan	306.6	112.9	96.7	1.6	44.4	29.0	30.0	48.0	64.4	81.3	3,327,399	2,486,640	.1100
GREENVILLE-SPARTANBURG-ASHEVILLE	**1,729.2**	**665.0**	**250.2**	**11.2**	**226.5**	**140.4**	**179.8**	**256.8**	**375.9**	**501.0**	**21,239,204**	**11,642,574**	**.6129**
metropolitan	1,002.4	383.3	155.2	7.1	133.6	80.4	109.0	156.4	223.0	270.8	13,045,249	7,387,788	.3757
nonmetropolitan	726.8	281.7	95.0	4.1	92.9	60.0	70.8	100.4	152.9	230.2	8,193,955	4,254,786	.2372

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Source: ANPA

Providence Journal-Bulletin

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
SOUTH DAKOTA													
RAPID CITY	**238.3**	**87.4**	**2.1**	**5.1**	**41.7**	**22.1**	**20.6**	**37.1**	**48.9**	**59.5**	**3,141,082**	**1,600,079**	**.0876**
metropolitan	84.2	31.8	1.4	1.9	14.4	7.0	9.0	15.1	17.0	18.3	1,266,610	868,870	.0380
nonmetropolitan	154.1	55.6	.7	3.2	27.3	15.1	11.6	22.0	31.9	41.2	1,874,472	731,209	.0496
SIOUX FALLS-MITCHELL	**576.8**	**218.9**	**—1.5**	**2.3**	**92.9**	**50.7**	**48.9**	**84.4**	**109.7**	**172.6**	**7,609,699**	**3,896,135**	**.2116**
metropolitan	126.7	48.9	.9	.7	20.1	10.1	13.0	23.3	26.3	29.7	2,086,917	1,316,538	.0596
nonmetropolitan	450.1	170.0	.6	1.6	72.8	40.6	35.9	61.1	83.4	142.9	5,522,782	2,579,597	.1520
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	**738.1**	**283.1**	**12.8**	**2.6**	**93.0**	**63.9**	**72.9**	**108.8**	**164.3**	**217.1**	**7,999,221**	**4,054,826**	**.2326**
metropolitan	438.0	171.6	9.0	1.6	52.5	35.1	44.3	64.1	98.4	133.0	5,227,214	2,621,185	.1481
nonmetropolitan	300.1	111.5	3.8	1.0	40.5	28.8	28.6	44.7	65.9	84.1	2,772,007	1,433,641	.0845
CHATTANOOGA	**764.5**	**290.9**	**68.4**	**6.6**	**103.9**	**66.9**	**75.8**	**117.5**	**170.1**	**208.6**	**9,215,310**	**4,957,464**	**.2652**
metropolitan	438.1	168.4	58.7	2.5	59.3	37.4	42.3	67.4	98.2	120.8	5,603,955	3,105,428	.1606
nonmetropolitan	326.4	122.5	9.7	4.1	44.6	29.5	33.5	50.1	71.9	87.8	3,611,355	1,852,036	.1046
JACKSON	**161.3**	**62.3**	**30.9**	**.7**	**22.5**	**13.8**	**15.7**	**23.3**	**33.8**	**47.6**	**1,838,817**	**1,072,256**	**.0552**
metropolitan	78.6	29.9	24.6	.3	11.5	6.8	8.3	12.2	16.5	20.9	979,743	665,758	.0303
nonmetropolitan	82.7	32.4	6.3	.4	11.0	7.0	7.4	11.1	17.3	26.7	859,074	406,498	.0249
KNOXVILLE	**1,075.7**	**414.8**	**45.7**	**4.4**	**141.4**	**90.1**	**112.2**	**164.1**	**238.0**	**301.3**	**12,855,277**	**7,285,626**	**.3771**
metropolitan	614.7	242.4	37.0	3.1	78.2	47.1	67.4	97.8	137.9	169.9	8,375,174	4,967,265	.2423
nonmetropolitan	461.0	172.4	8.7	1.3	63.2	43.0	44.8	66.3	100.1	131.4	4,480,103	2,318,361	.1348
MEMPHIS	**1,641.2**	**594.7**	**616.8**	**11.5**	**260.5**	**150.0**	**173.6**	**263.0**	**338.5**	**399.5**	**19,508,381**	**9,980,511**	**.5546**
metropolitan	1,003.3	365.1	409.1	7.9	159.1	87.4	107.0	172.8	217.4	224.0	13,635,172	6,991,400	.3772
nonmetropolitan	637.9	229.6	207.7	3.6	101.4	62.6	66.6	90.2	121.1	175.5	5,873,209	2,989,111	.1774
NASHVILLE	**1,911.2**	**723.2**	**231.3**	**16.7**	**269.5**	**156.0**	**202.6**	**320.5**	**414.4**	**489.7**	**25,355,892**	**12,906,239**	**.7033**
metropolitan	1,188.8	445.6	191.7	13.6	170.9	94.4	134.4	216.4	263.3	270.5	17,401,656	9,257,182	.4796
nonmetropolitan	722.4	277.6	39.6	3.1	98.6	61.6	68.2	104.1	151.1	219.2	7,954,236	3,649,057	.2237

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S&MM ESTIMATES: 12/31/91	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
TEXAS													
ABILENE-SWEETWATER	**288.9**	**108.4**	**13.8**	**44.9**	**44.8**	**24.7**	**28.5**	**41.8**	**53.9**	**86.3**	**3,295,046**	**1,763,821**	**.0961**
metropolitan	120.1	43.6	7.9	17.8	19.3	9.6	15.4	20.0	22.6	29.0	1,521,975	931,907	.0453
nonmetropolitan	168.8	64.8	5.9	27.1	25.5	15.1	13.1	21.8	31.3	57.3	1,773,071	831,914	.0508
AMARILLO	**447.4**	**168.0**	**17.9**	**84.2**	**75.3**	**41.2**	**39.9**	**68.6**	**87.6**	**119.7**	**5,417,875**	**3,299,809**	**.1625**
metropolitan	189.6	72.8	10.2	26.6	31.1	16.0	18.9	31.4	38.7	47.0	2,533,257	1,915,518	.0805
nonmetropolitan	257.8	95.2	7.7	57.6	44.2	25.2	21.0	37.2	45.9	72.7	2,884,618	1,384,291	.0820
AUSTIN	**982.3**	**380.2**	**89.7**	**197.1**	**145.8**	**74.5**	**133.1**	**189.7**	**213.7**	**193.5**	**14,683,405**	**7,370,664**	**.3956**
metropolitan	819.4	318.8	78.6	168.8	121.6	60.5	121.3	168.1	182.2	138.2	12,816,120	6,523,400	.3439
nonmetropolitan	162.9	61.4	11.1	28.3	24.2	14.0	11.8	21.6	31.5	55.3	1,867,285	847,264	.0517
BEAUMONT-PORT ARTHUR	**419.5**	**155.5**	**96.3**	**16.3**	**66.6**	**37.6**	**36.8**	**62.9**	**84.9**	**118.1**	**5,119,519**	**3,021,477**	**.1514**
metropolitan	357.7	133.1	85.4	15.3	57.0	31.7	32.1	55.0	73.0	98.0	4,514,844	2,719,519	.1336
nonmetropolitan	61.8	22.4	10.9	1.0	9.6	5.9	4.7	7.9	11.9	20.1	604,675	301,958	.0178
CORPUS CHRISTI	**507.3**	**171.7**	**17.1**	**273.3**	**89.0**	**50.2**	**49.2**	**79.7**	**101.7**	**120.0**	**5,738,731**	**3,203,097**	**.1699**
metropolitan	353.0	119.5	14.1	182.3	62.2	35.1	33.7	57.8	72.9	79.0	4,218,333	2,411,511	.1242
nonmetropolitan	154.3	52.2	3.0	91.0	26.8	15.1	15.5	21.9	28.8	41.0	1,520,398	791,586	.0457
DALLAS-FT. WORTH	**4,769.6**	**1,779.0**	**647.4**	**605.7**	**745.5**	**386.0**	**494.2**	**921.7**	**1,055.5**	**997.8**	**76,854,959**	**40,205,447**	**2.0691**
metropolitan	4,157.5	1,550.2	595.2	568.5	656.6	334.5	440.4	835.3	936.4	803.1	69,674,568	36,687,923	1.8665
nonmetropolitan	612.1	228.8	52.2	37.2	88.9	51.5	53.8	86.4	119.1	194.7	7,180,391	3,517,524	.2026
EL PASO	**762.8**	**233.8**	**26.2**	**511.9**	**137.0**	**81.6**	**92.8**	**126.3**	**144.9**	**150.5**	**7,371,630**	**4,364,864**	**.2306**
metropolitan	759.8	232.9	26.1	509.9	136.5	81.2	92.6	125.7	144.4	149.8	7,347,483	4,358,385	.2300
nonmetropolitan	3.0	.9	.1	2.0	.5	.4	.2	.6	.5	.7	24,147	6,479	.0006
HOUSTON	**4,097.4**	**1,464.1**	**739.7**	**861.5**	**677.5**	**360.3**	**415.8**	**769.4**	**941.5**	**783.8**	**63,856,916**	**29,537,468**	**1.6656**
metropolitan	3,784.7	1,354.4	688.7	814.5	630.1	333.5	383.9	722.3	878.6	696.2	60,394,220	27,831,634	1.5666
nonmetropolitan	312.7	109.7	51.0	47.0	47.4	26.8	31.9	47.1	62.9	87.6	3,462,696	1,705,834	.0990
LAREDO	**149.0**	**38.8**	**.2**	**136.8**	**30.2**	**18.3**	**17.5**	**22.8**	**26.0**	**27.7**	**1,090,481**	**918,720**	**.0415**
metropolitan	139.2	35.8	.2	128.9	28.3	17.1	16.6	21.6	24.4	25.1	1,016,874	899,643	.0394
nonmetropolitan	9.8	3.0	.0	7.9	1.9	1.2	.9	1.2	1.6	2.6	73,607	19,077	.0021
LUBBOCK	**378.9**	**135.3**	**24.7**	**109.9**	**62.9**	**33.6**	**49.3**	**60.1**	**69.7**	**90.5**	**4,480,370**	**2,757,478**	**.1354**
metropolitan	226.5	82.9	18.1	52.3	34.8	18.3	36.0	38.6	42.7	48.6	2,853,595	2,025,939	.0893
nonmetropolitan	152.4	52.4	6.6	57.6	28.1	15.3	13.3	21.5	27.0	41.9	1,626,775	731,539	.0461
MCALLEN-BROWNSVILLE	**733.7**	**199.7**	**2.1**	**615.6**	**145.4**	**94.3**	**80.8**	**103.2**	**129.6**	**151.0**	**5,363,973**	**3,639,723**	**.1900**
metropolitan	672.7	183.7	2.0	559.4	132.5	86.0	74.0	94.6	119.3	139.4	5,050,019	3,471,721	.1781
nonmetropolitan	61.0	16.0	.1	56.2	12.9	8.3	6.8	8.6	10.3	11.6	313,954	168,002	.0119

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Austin American-Statesman

Source: ABC Publisher's Statement, Mar 1992; Austin Chamber of Commerce

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TEXAS (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION: Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.): 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME: Total EBI ($000)	RETAIL SALES: Total Retail Sales ($000)	BUYING POWER INDEX
ODESSA-MIDLAND	**382.7**	**134.3**	**18.0**	**129.4**	**71.3**	**37.1**	**33.4**	**62.2**	**75.8**	**88.6**	**4,718,158**	**2,468,646**	**.1338**
metropolitan	225.3	81.2	14.2	62.0	42.4	20.6	19.5	39.0	46.0	49.1	3,077,007	1,709,825	.0872
nonmetropolitan	157.4	53.1	3.8	67.4	28.9	16.5	13.9	23.2	29.8	39.5	1,641,151	758,821	.0466
SAN ANGELO	**135.8**	**49.4**	**4.7**	**37.4**	**21.5**	**11.4**	**14.7**	**20.6**	**26.3**	**37.0**	**1,655,962**	**882,050**	**.0476**
metropolitan	100.6	36.2	4.4	26.4	16.0	8.1	12.4	16.0	19.5	25.3	1,275,751	715,038	.0368
nonmetropolitan	35.2	13.2	.3	11.0	5.5	3.3	2.3	4.6	6.8	11.7	380,211	167,012	.0108
SAN ANTONIO-VICTORIA	**1,800.6**	**621.1**	**108.9**	**847.1**	**302.0**	**168.5**	**186.9**	**292.6**	**365.2**	**422.7**	**21,129,881**	**12,283,741**	**.6301**
metropolitan	1,429.8	496.1	99.6	666.2	238.5	130.5	154.6	242.8	295.6	317.6	17,735,420	10,428,389	.5226
nonmetropolitan	370.8	125.0	9.3	180.9	63.5	38.0	32.3	49.8	69.6	105.1	3,394,461	1,855,352	.1075
TYLER-LONGVIEW-JACKSONVILLE	**554.0**	**207.2**	**102.7**	**30.3**	**83.2**	**47.3**	**57.6**	**80.9**	**108.6**	**159.9**	**6,802,625**	**4,062,808**	**.2019**
metropolitan	260.1	98.4	52.6	13.8	40.2	22.2	25.3	40.6	53.3	70.3	3,469,562	2,439,901	.1072
nonmetropolitan	293.9	108.8	50.1	16.5	43.0	25.1	32.3	40.3	55.3	89.6	3,333,063	1,622,907	.0947
WACO-TEMPLE-BRYAN	**716.3**	**253.5**	**120.3**	**90.5**	**108.9**	**55.7**	**120.8**	**119.2**	**127.2**	**159.7**	**8,285,779**	**4,273,984**	**.2378**
metropolitan	578.3	202.4	97.5	74.6	88.2	43.7	109.1	100.6	102.1	113.9	6,835,575	3,672,195	.1975
nonmetropolitan	138.0	51.1	22.8	15.9	20.7	12.0	11.7	18.6	25.1	45.8	1,450,204	601,789	.0403
WICHITA FALLS-LAWTON	**424.3**	**157.3**	**40.4**	**31.5**	**65.8**	**35.6**	**45.4**	**67.1**	**79.6**	**117.1**	**4,789,869**	**2,621,610**	**.1409**
metropolitan	234.2	83.0	32.3	17.8	37.3	19.0	31.0	41.1	43.6	54.2	2,737,099	1,646,748	.0824
nonmetropolitan	190.1	74.3	8.1	13.7	28.5	16.6	14.4	26.0	36.0	62.9	2,052,770	974,862	.0585

Daily San Antonio Express-News Circulation Lead
Was 21,655 Now 40,206
Over Competitive Daily Newspaper
DIFFERENT DIRECTIONS
San Antonio Express-News
Sunday San Antonio Express-News Circulation Lead
Was 46,780 Now 63,542
Over Competitive Sunday Newspaper
Source: ABC Fas-Fax for 6 months ending 3-31-92 Vs. 3-31-91 - Mathmatical computations - Express-News Reaserch

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
UTAH													
SALT LAKE CITY	**1,906.0**	**598.2**	**13.5**	**99.0**	**399.4**	**217.0**	**207.8**	**295.1**	**352.0**	**354.7**	**22,133,513**	**11,144,774**	**.6304**
metropolitan	1,375.2	429.7	11.8	73.3	286.4	153.7	159.6	219.4	252.9	244.1	16,322,467	8,565,404	.4685
nonmetropolitan	530.8	168.5	1.7	25.7	113.0	63.3	48.2	75.7	99.1	110.6	5,811,046	2,579,370	.1619
VERMONT													
BURLINGTON-PLATTSBURGH	**741.3**	**271.7**	**9.9**	**8.0**	**107.1**	**57.5**	**87.1**	**123.7**	**165.2**	**178.0**	**9,788,078**	**5,548,052**	**.2810**
metropolitan	140.4	51.8	.9	1.2	19.1	9.8	21.8	26.1	32.0	27.1	2,244,893	1,189,146	.0609
nonmetropolitan	600.9	219.9	9.0	6.8	88.0	47.7	65.3	97.6	133.2	150.9	7,543,185	4,358,906	.2201
VIRGINIA													
CHARLOTTESVILLE	**110.3**	**41.4**	**15.8**	**1.3**	**13.6**	**6.5**	**19.5**	**20.1**	**22.9**	**24.6**	**1,701,762**	**1,036,794**	**.0486**
metropolitan	110.3	41.4	15.8	1.3	13.6	6.5	19.5	20.1	22.9	24.6	1,701,762	1,036,794	.0486
HARRISONBURG	**229.7**	**84.5**	**10.8**	**1.8**	**29.4**	**17.1**	**29.4**	**35.1**	**49.1**	**63.6**	**2,834,391**	**1,470,082**	**.0803**
nonmetropolitan	229.7	84.5	10.8	1.8	29.4	17.1	29.4	35.1	49.1	63.6	2,834,391	1,470,082	.0803
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	**1,691.1**	**604.4**	**500.1**	**36.2**	**257.8**	**130.1**	**214.6**	**318.1**	**347.4**	**362.7**	**22,257,599**	**11,459,143**	**.6204**
metropolitan	1,447.2	511.9	417.8	34.5	223.1	110.5	193.5	280.6	297.1	289.2	19,448,668	10,037,389	.5401
nonmetropolitan	243.9	92.5	82.3	1.7	34.7	19.6	21.1	37.5	50.3	73.5	2,808,931	1,421,754	.0803
RICHMOND	**1,163.5**	**440.8**	**351.6**	**11.0**	**161.6**	**88.7**	**115.5**	**198.3**	**265.7**	**298.6**	**16,957,731**	**8,035,757**	**.4512**
metropolitan	910.1	348.7	263.5	9.7	127.5	68.6	91.7	162.0	213.7	218.5	13,996,132	6,821,708	.3716
nonmetropolitan	253.4	92.1	88.1	1.3	34.1	20.1	23.8	36.3	52.0	80.1	2,961,599	1,214,049	.0796
ROANOKE-LYNCHBURG	**1,006.5**	**387.1**	**154.4**	**5.4**	**123.1**	**76.6**	**119.9**	**148.6**	**216.9**	**295.2**	**11,962,553**	**6,576,223**	**.3478**
metropolitan	474.9	184.9	92.8	2.7	59.8	36.1	48.0	71.9	104.5	141.7	6,065,456	3,786,388	.1812
nonmetropolitan	531.6	202.2	61.6	2.7	63.3	40.5	71.9	76.7	112.4	153.5	5,897,097	2,789,835	.1666

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
WASHINGTON													
SEATTLE-TACOMA	**3,645.9**	**1,418.5**	**145.3**	**117.3**	**535.4**	**270.4**	**350.7**	**644.1**	**862.3**	**866.4**	**60,347,020**	**28,737,330**	**1.5699**
metropolitan	3,137.7	1,220.8	141.8	96.0	458.5	229.6	311.1	572.6	752.7	711.6	53,606,712	25,556,203	1.3869
nonmetropolitan	508.2	197.7	3.5	21.3	76.9	40.8	39.6	71.5	109.6	154.8	6,740,308	3,181,127	.1830
SPOKANE	**838.7**	**322.1**	**7.2**	**31.2**	**129.7**	**72.5**	**85.3**	**123.0**	**181.8**	**221.2**	**10,495,397**	**5,692,507**	**.3009**
metropolitan	365.4	143.4	5.3	7.3	55.5	30.0	37.1	57.9	80.0	93.5	4,909,450	3,118,833	.1460
nonmetropolitan	473.3	178.7	1.9	23.9	74.2	42.5	48.2	65.1	101.8	127.7	5,585,947	2,573,674	.1549
YAKIMA-PASCO-RICHLAND-KENNEWICK	**481.0**	**172.8**	**6.6**	**81.6**	**81.1**	**44.1**	**47.1**	**71.9**	**100.3**	**119.6**	**5,774,222**	**3,193,954**	**.1677**
metropolitan	343.9	121.9	5.3	69.4	60.8	32.8	30.8	52.3	72.0	82.4	4,191,318	2,343,232	.1218
nonmetropolitan	137.1	50.9	1.3	12.2	20.3	11.3	16.3	19.6	28.3	37.2	1,582,904	850,722	.0459
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	**359.4**	**137.2**	**20.7**	**1.4**	**47.9**	**35.9**	**30.7**	**48.8**	**78.5**	**109.2**	**3,586,789**	**2,067,421**	**.1106**
nonmetropolitan	359.4	137.2	20.7	1.4	47.9	35.9	30.7	48.8	78.5	109.2	3,586,789	2,067,421	.1106
CHARLESTON-HUNTINGTON	**1,264.0**	**475.2**	**29.6**	**4.1**	**176.8**	**118.6**	**126.3**	**184.7**	**270.0**	**355.0**	**13,398,522**	**7,224,383**	**.3984**
metropolitan	560.9	219.7	20.9	2.2	73.8	48.7	51.6	81.2	123.1	168.4	6,864,882	3,722,484	.1974
nonmetropolitan	703.1	255.5	8.7	1.9	103.0	69.9	74.7	103.5	146.9	186.6	6,533,640	3,501,899	.2010
CLARKSBURG-WESTON	**266.7**	**102.0**	**3.5**	**1.6**	**35.4**	**23.5**	**25.4**	**36.2**	**55.7**	**84.2**	**2,673,698**	**1,472,219**	**.0812**
nonmetropolitan	266.7	102.0	3.5	1.6	35.4	23.5	25.4	36.2	55.7	84.2	2,673,698	1,472,219	.0812
PARKERSBURG	**148.6**	**57.7**	**1.6**	**.4**	**20.5**	**12.9**	**13.1**	**21.7**	**32.9**	**43.6**	**1,850,848**	**1,085,469**	**.0543**
metropolitan	148.6	57.7	1.6	.4	20.5	12.9	13.1	21.7	32.9	43.6	1,850,848	1,085,469	.0543
WHEELING-STEUBENVILLE	**399.6**	**154.5**	**9.0**	**1.3**	**53.6**	**34.6**	**33.8**	**53.9**	**84.1**	**129.7**	**4,648,875**	**2,305,623**	**.1317**
metropolitan	289.7	113.0	7.9	1.1	37.4	24.6	24.9	38.7	61.2	95.9	3,475,798	1,776,613	.0986
nonmetropolitan	109.9	41.5	1.1	.2	16.2	10.0	8.9	15.2	22.9	33.8	1,173,077	529,010	.0331

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
WISCONSIN													
GREEN BAY-APPLETON	**1,031.7**	**385.2**	**2.9**	**7.6**	**159.9**	**87.8**	**94.8**	**165.0**	**214.0**	**279.6**	**13,676,352**	**7,129,637**	**.3816**
metropolitan	518.4	191.5	2.2	4.0	80.9	42.7	55.0	90.5	110.1	122.8	7,429,210	4,215,612	.2098
nonmetropolitan	513.3	193.7	.7	3.6	79.0	45.1	39.8	74.5	103.9	156.8	6,247,142	2,914,025	.1718
LA CROSSE-EAU CLAIRE	**455.6**	**168.6**	**1.4**	**2.5**	**69.5**	**37.5**	**54.0**	**66.8**	**91.0**	**123.4**	**5,461,325**	**3,020,505**	**.1587**
metropolitan	239.0	88.6	.8	1.3	35.6	18.7	33.5	36.2	48.4	59.5	2,995,194	1,923,480	.0907
nonmetropolitan	216.6	80.0	.6	1.2	33.9	18.8	20.5	30.6	42.6	63.9	2,466,131	1,097,025	.0680
MADISON	**727.1**	**278.3**	**19.1**	**9.1**	**105.2**	**55.2**	**86.1**	**125.4**	**158.2**	**175.4**	**10,709,505**	**6,137,240**	**.3022**
metropolitan	514.2	198.0	18.6	8.0	71.7	36.7	70.1	93.8	115.0	111.3	8,059,695	4,249,959	.2187
nonmetropolitan	212.9	80.3	.5	1.1	33.5	18.5	16.0	31.6	43.2	64.1	2,649,810	1,887,281	.0835
MILWAUKEE	**2,080.1**	**773.6**	**234.6**	**74.5**	**315.9**	**169.7**	**201.7**	**348.2**	**440.2**	**537.7**	**31,101,242**	**14,769,959**	**.8244**
metropolitan	1,857.6	694.5	232.7	70.2	283.1	151.6	177.5	313.8	394.2	476.9	28,069,934	13,545,978	.7460
nonmetropolitan	222.5	79.1	1.9	4.3	32.8	18.1	24.2	34.4	46.0	60.8	3,031,308	1,223,981	.0784
WAUSAU-RHINELANDER	**441.8**	**163.4**	**1.2**	**2.5**	**68.4**	**38.5**	**39.7**	**66.2**	**89.0**	**127.4**	**5,493,005**	**2,967,749**	**.1577**
metropolitan	116.9	42.1	.1	.5	18.9	10.6	10.3	18.7	25.2	29.7	1,563,652	794,910	.0433
nonmetropolitan	324.9	121.3	1.1	2.0	49.5	27.9	29.4	47.5	63.8	97.7	3,929,353	2,172,839	.1144
WYOMING													
CASPER-RIVERTON	**108.6**	**41.1**	**.6**	**4.1**	**19.0**	**10.4**	**8.1**	**16.6**	**24.3**	**26.8**	**1,428,820**	**701,518**	**.0393**
metropolitan	60.1	23.5	.5	2.2	10.3	5.4	4.8	9.7	13.5	14.5	862,403	460,991	.0238
nonmetropolitan	48.5	17.6	.1	1.9	8.7	5.0	3.3	6.9	10.8	12.3	566,417	240,527	.0155
CHEYENNE-SCOTTSBLUFF (STERLING)	**109.9**	**42.6**	**2.4**	**12.6**	**17.5**	**9.7**	**9.8**	**17.5**	**23.9**	**27.9**	**1,504,329**	**837,537**	**.0425**
metropolitan	74.1	28.5	2.4	7.3	11.9	6.3	7.1	12.7	16.5	17.1	1,063,711	549,806	.0291
nonmetropolitan	35.8	14.1	.0	5.3	5.6	3.4	2.7	4.8	7.4	10.8	440,618	287,731	.0134
TOTAL UNITED STATES ADIs	**251,920.8**	**93,114.9**	**31,291.3**	**23,409.0**	**36,661.4**	**20,269.1**	**26,119.9**	**42,224.7**	**54,054.8**	**64,520.3**	**3,599,881,590**	**1,805,233,974**	**99.2094**

This is a test.

Sources: 1991 Market and Media Study, Market Opinion Research; Saatchi & Saatchi DFS Compton, 1988

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SECTION III:

1996 METRO MARKET PROJECTIONS

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Regional and State Summaries for 1996 Projections

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
NEW ENGLAND	**13,338.6**	**13,549.3**	**1.6**	**5,100.2**	**2.2**	**306,888,055**	**34.1**	**45,863**	**60,172**	**141,670,298**	**27.7**	**22,236**	**27,777**	**5.9473**	**5.7210**
Connecticut	3,313.9	3,359.3	1.4	1,266.3	2.2	88,234,300	33.4	53,363	69,679	31,450,750	18.5	21,415	24,837	1.5854	1.4923
Maine	1,247.9	1,289.5	3.3	494.3	4.4	23,350,023	39.1	35,435	47,239	12,591,230	24.8	21,309	25,473	.4896	.4767
Massachusetts	6,048.3	6,058.7	.2	2,270.3	.6	137,828,498	31.8	46,360	60,709	70,014,593	34.4	23,084	30,839	2.7376	2.6447
New Hampshire	1,143.6	1,225.0	7.1	457.4	7.8	27,049,347	42.0	44,909	59,137	13,772,889	25.1	25,946	30,111	.5270	.5221
Rhode Island	1,012.1	1,023.4	1.1	386.8	1.6	19,610,814	35.8	37,933	50,700	8,323,224	23.1	17,753	21,518	.3848	.3686
Vermont	572.8	593.4	3.6	225.1	4.8	10,815,073	38.7	36,308	48,046	5,517,612	24.0	20,716	24,512	.2229	.2166
MIDDLE ATLANTIC	**37,947.9**	**38,770.9**	**2.2**	**14,380.6**	**2.5**	**830,344,413**	**31.3**	**45,066**	**57,741**	**335,418,133**	**25.8**	**19,004**	**23,324**	**15.8607**	**15.0579**
New Jersey	7,813.5	7,998.7	2.4	2,894.2	2.7	208,193,807	34.2	55,057	71,935	79,078,446	25.1	22,428	27,323	3.7379	3.5853
New York	18,166.3	18,585.7	2.3	6,825.9	2.2	386,405,330	29.3	44,767	56,609	156,326,894	27.7	18,337	22,902	7.4575	7.0510
Pennsylvania	11,968.1	12,186.5	1.8	4,660.5	2.8	235,745,276	32.4	39,294	50,584	100,012,793	23.6	17,856	21,460	4.6653	4.4216
EAST NORTH CENTRAL	**42,359.5**	**43,401.2**	**2.5**	**16,229.9**	**3.2**	**834,149,117**	**34.8**	**39,348**	**51,396**	**414,821,026**	**36.5**	**19,222**	**25,559**	**16.6412**	**16.4036**
Illinois	11,511.8	11,766.7	2.2	4,329.3	2.5	250,944,893	33.5	44,498	57,964	114,459,106	35.1	20,058	26,438	4.8229	4.7129
Indiana	5,594.4	5,753.2	2.8	2,161.4	3.7	103,128,340	37.0	36,113	47,714	56,567,294	41.8	19,132	26,172	2.1074	2.1210
Michigan	9,382.2	9,628.4	2.6	3,574.9	3.5	181,853,643	35.0	39,011	50,870	89,327,823	31.8	19,626	24,988	3.6620	3.5753
Ohio	10,918.7	11,123.7	1.9	4,229.3	2.7	203,617,979	34.3	36,844	48,145	107,302,208	40.6	18,534	25,371	4.1514	4.1170
Wisconsin	4,952.4	5,129.2	3.6	1,935.0	4.7	94,604,262	36.8	37,435	48,891	47,164,595	34.1	19,041	24,374	1.8975	1.8774
WEST NORTH CENTRAL	**17,849.4**	**18,353.7**	**2.8**	**7,069.4**	**4.0**	**338,683,325**	**36.1**	**36,610**	**47,908**	**182,471,414**	**42.0**	**18,900**	**25,811**	**6.8616**	**6.8855**
Iowa	2,778.1	2,809.4	1.1	1,092.3	2.4	50,744,400	34.7	35,320	46,456	27,861,841	42.8	18,288	25,507	1.0456	1.0425
Kansas	2,506.5	2,578.5	2.9	994.1	3.9	48,940,206	36.2	37,544	49,231	24,249,286	41.3	17,931	24,393	.9621	.9637
Minnesota	4,457.2	4,662.9	4.6	1,774.0	5.6	88,583,714	38.8	37,988	49,934	51,942,320	47.7	20,921	29,280	1.7865	1.8415
Missouri	5,184.8	5,337.0	2.9	2,066.8	4.0	96,421,960	34.5	36,076	46,653	49,193,244	35.0	18,334	23,802	1.9700	1.9354
Nebraska	1,586.0	1,612.2	1.7	623.8	3.0	30,332,876	35.5	36,943	48,626	15,325,709	43.3	17,649	24,568	.6012	.6020
North Dakota	634.3	628.7	-.9	244.0	1.5	10,885,191	35.9	33,333	44,611	6,781,406	45.2	19,434	27,793	.2343	.2354
South Dakota	702.5	725.0	3.2	274.4	4.8	12,774,978	35.9	35,882	46,556	7,117,608	45.6	18,663	25,939	.2619	.2650
SOUTH ATLANTIC	**44,874.0**	**48,005.1**	**7.0**	**18,258.4**	**7.9**	**899,204,708**	**41.4**	**37,390**	**48,981**	**447,850,868**	**36.2**	**19,227**	**24,395**	**17.4816**	**17.7825**
Delaware	684.1	726.7	6.2	271.4	7.1	14,454,377	38.5	41,183	53,259	7,971,296	31.5	23,907	29,371	.2938	.2918
District of Columbia	597.4	565.0	-5.4	233.6	-4.6	13,758,203	28.0	43,922	58,896	4,305,578	19.4	14,732	18,431	.2508	.2284
Florida	13,492.9	14,759.5	9.4	5,910.8	10.3	284,583,487	45.9	36,393	48,146	159,610,569	45.7	20,446	27,003	5.4837	5.8118
Georgia	6,708.7	7,233.2	7.8	2,661.3	8.6	124,946,219	40.8	36,199	46,949	62,470,271	33.2	19,136	23,474	2.4916	2.5161
Maryland	4,915.9	5,256.4	6.9	1,930.8	7.4	111,191,184	35.4	45,712	57,588	45,979,032	26.4	20,248	23,813	2.0884	2.0340
North Carolina	6,777.2	7,175.2	5.9	2,766.0	7.2	124,052,221	41.2	34,068	44,849	61,131,413	32.7	17,862	22,101	2.4717	2.4868
South Carolina	3,565.4	3,764.4	5.6	1,377.8	6.9	60,821,293	42.7	33,071	44,144	33,770,238	39.4	18,795	24,510	1.2514	1.2838
Virginia	6,348.1	6,726.9	6.0	2,504.2	6.6	137,670,205	39.7	41,953	54,976	58,785,108	28.4	19,485	23,475	2.5765	2.5574
West Virginia	1,784.3	1,797.8	.8	702.5	2.3	27,727,519	39.8	28,876	39,470	13,827,363	36.3	14,777	19,683	.5737	.5724
EAST SOUTH CENTRAL	**15,345.5**	**15,828.8**	**3.1**	**5,972.1**	**4.4**	**260,474,046**	**41.2**	**32,257**	**43,615**	**131,344,913**	**35.0**	**17,010**	**21,993**	**5.2871**	**5.3151**
Alabama	4,089.4	4,219.4	3.2	1,594.4	4.5	68,820,302	39.3	32,383	43,164	33,916,009	29.8	17,130	21,272	1.4153	1.3976
Kentucky	3,704.2	3,763.9	1.6	1,424.9	2.6	62,974,580	41.2	32,116	44,196	33,555,408	39.2	17,358	23,549	1.2868	1.3021
Mississippi	2,591.8	2,644.7	2.0	946.7	3.1	37,714,692	42.0	28,938	39,838	18,114,452	32.3	14,916	19,134	.7861	.7851
Tennessee	4,960.1	5,200.8	4.9	2,006.1	6.2	90,954,472	42.2	33,873	45,344	45,759,044	37.1	17,677	22,810	1.7989	1.8303
WEST SOUTH CENTRAL	**27,205.7**	**28,700.1**	**5.5**	**10,438.0**	**6.1**	**505,090,610**	**42.2**	**36,087**	**48,390**	**277,049,440**	**45.1**	**19,404**	**26,542**	**10.0518**	**10.4275**
Arkansas	2,374.8	2,449.4	3.1	940.9	4.3	37,885,695	38.6	30,317	40,265	21,984,705	41.1	17,281	23,366	.8105	.8189
Louisiana	4,238.4	4,362.4	2.9	1,560.3	3.7	71,726,713	41.6	33,660	45,970	41,362,412	42.6	19,271	26,509	1.4910	1.5268
Oklahoma	3,157.8	3,225.5	2.1	1,243.8	2.7	51,369,329	38.6	30,594	41,300	27,852,847	37.9	16,678	22,393	1.0786	1.0797
Texas	17,434.7	18,662.8	7.0	6,693.0	7.6	344,108,873	43.3	38,580	51,413	185,849,476	47.3	20,275	27,768	6.6717	7.0021
MOUNTAIN	**14,103.3**	**15,326.7**	**8.7**	**5,713.1**	**9.8**	**272,924,833**	**45.8**	**35,973**	**47,772**	**138,887,762**	**43.9**	**18,546**	**24,310**	**5.2111**	**5.4899**
Arizona	3,825.5	4,238.4	10.8	1,605.0	12.2	71,318,058	46.4	34,048	44,435	39,954,161	48.6	18,797	24,894	1.3978	1.4965
Colorado	3,367.9	3,581.0	6.3	1,412.4	7.6	74,484,121	45.3	39,056	52,736	36,766,143	45.8	19,207	26,031	1.3684	1.4392
Idaho	1,023.2	1,089.8	6.5	395.9	7.8	18,306,784	42.7	34,927	46,241	8,745,255	41.2	16,853	22,090	.3548	.3660
Montana	801.4	820.3	2.4	318.3	3.6	14,274,644	39.0	33,410	44,847	7,863,943	43.7	17,810	24,706	.2911	.2957
Nevada	1,301.4	1,529.4	17.5	593.0	17.7	29,800,378	53.9	38,425	50,254	13,816,333	40.6	19,496	23,299	.5242	.5723
New Mexico	1,561.4	1,685.8	8.0	612.4	9.3	25,919,533	42.4	32,485	42,325	13,368,344	38.6	17,217	21,829	.5260	.5408
Utah	1,770.2	1,913.9	8.1	599.5	8.7	29,851,387	46.9	36,856	49,794	14,389,822	37.7	18,958	24,003	.5842	.6087
Wyoming	452.3	468.1	3.5	176.6	4.6	8,969,978	45.0	36,619	50,792	3,983,761	42.6	16,543	22,558	.1646	.1707
PACIFIC	**40,605.2**	**44,270.7**	**9.0**	**15,614.4**	**8.7**	**886,813,682**	**39.1**	**44,386**	**56,795**	**409,444,672**	**37.4**	**20,750**	**26,222**	**16.6576**	**16.9170**
Alaska	570.2	643.4	12.8	222.8	13.7	14,995,377	47.4	51,932	67,304	6,785,543	43.2	24,197	30,456	.2594	.2765
California	30,975.0	33,877.1	9.4	11,681.6	8.8	678,499,181	38.3	45,689	58,083	297,017,343	34.5	20,563	25,426	12.6608	12.7469
Hawaii	1,138.1	1,224.8	7.6	401.6	9.4	26,673,242	41.0	51,531	66,417	16,468,633	44.3	31,095	41,008	.5312	.5511
Oregon	2,912.8	3,141.2	7.8	1,227.0	8.5	57,732,379	44.9	35,234	47,052	34,543,088	48.5	20,575	28,152	1.1470	1.2162
Washington	5,009.1	5,384.2	7.5	2,081.4	8.0	108,913,503	40.0	40,368	52,327	54,630,065	44.8	19,575	26,247	2.0592	2.1263
TOTAL UNITED STATES	**253,689.1**	**266,206.5**	**5.0**	**98,876.1**	**5.5**	**5,134,572,789**	**37.7**	**39,806**	**51,929**	**2,478,958,526**	**36.1**	**19,443**	**25,071**	**100.0000**	**100.0000**

1996 Projections

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
ALABAMA															
ANNISTON	**116.7**	**117.6**	**.8**	**43.7**	**1.4**	**1,808,686**	**36.6**	**30,722**	**41,389**	**929,620**	**26.6**	**17,038**	**21,273**	**.0390**	**.0376**
Calhoun	116.7	117.6	.8	43.7	1.4	1,808,686	36.6	30,722	41,389	929,620	26.6	17,038	21,273	.0390	.0376
BIRMINGHAM	**917.1**	**943.6**	**2.9**	**363.2**	**4.0**	**17,920,967**	**41.4**	**36,311**	**49,342**	**8,450,206**	**26.9**	**19,081**	**23,266**	**.3522**	**.3474**
Blount	39.7	41.1	3.5	15.3	3.4	505,846	23.7	27,627	33,062	192,409	29.5	10,039	12,576	.0112	.0103
Jefferson	652.3	654.2	.3	255.7	1.5	12,709,266	38.3	36,459	49,704	6,886,231	25.3	21,815	26,931	.2652	.2561
St. Clair	52.2	59.1	13.2	21.2	14.6	958,963	57.6	32,887	45,234	293,722	50.8	10,532	13,855	.0155	.0173
Shelby	105.0	120.5	14.8	44.7	17.3	2,764,211	58.2	45,858	61,839	495,894	37.8	9,442	11,094	.0376	.0420
Walker	67.9	68.7	1.2	26.3	2.3	982,661	35.7	28,174	37,364	581,950	26.4	17,913	22,127	.0227	.0217
DECATUR	**102.8**	**110.7**	**7.7**	**42.5**	**9.3**	**2,048,684**	**47.5**	**35,696**	**48,204**	**950,683**	**28.5**	**19,025**	**22,369**	**.0389**	**.0397**
Morgan	102.8	110.7	7.7	42.5	9.3	2,048,684	47.5	35,696	48,204	950,683	28.5	19,025	22,369	.0389	.0397
DOTHAN	**133.0**	**138.2**	**3.9**	**52.0**	**5.5**	**2,315,013**	**42.0**	**33,066**	**44,519**	**1,305,136**	**26.4**	**20,950**	**25,099**	**.0494**	**.0486**
Dale	50.2	51.6	2.8	18.5	3.9	831,986	42.3	32,850	44,972	211,168	23.1	9,641	11,414	.0147	.0145
Houston	82.8	86.6	4.6	33.5	6.3	1,483,027	41.9	33,189	44,269	1,093,968	27.0	27,340	32,656	.0347	.0341
FLORENCE	**131.3**	**131.7**	**.3**	**52.1**	**2.0**	**2,013,485**	**29.0**	**30,553**	**38,647**	**1,251,391**	**37.0**	**17,871**	**24,019**	**.0463**	**.0447**
Colbert	51.4	50.7	−1.4	20.0	.0	697,309	18.6	29,391	34,865	464,343	31.2	17,694	23,217	.0177	.0163
Lauderdale	79.9	81.0	1.4	32.1	3.2	1,316,176	35.2	31,300	41,002	787,048	40.7	17,984	24,519	.0286	.0284
GADSDEN	**99.8**	**99.9**	**.1**	**39.2**	**1.3**	**1,302,907**	**19.5**	**28,181**	**33,237**	**775,347**	**19.8**	**16,718**	**19,779**	**.0331**	**.0296**
Etowah	99.8	99.9	.1	39.2	1.3	1,302,907	19.5	28,181	33,237	775,347	19.8	16,718	19,779	.0331	.0296
HUNTSVILLE	**248.2**	**274.8**	**10.7**	**107.3**	**12.8**	**6,064,311**	**52.2**	**41,891**	**56,517**	**2,691,958**	**38.9**	**20,379**	**25,088**	**.1051**	**.1122**
Madison	248.2	274.8	10.7	107.3	12.8	6,064,311	52.2	41,891	56,517	2,691,958	38.9	20,379	25,088	.1051	.1122
MOBILE	**483.7**	**502.8**	**3.9**	**186.6**	**5.6**	**8,103,715**	**40.9**	**32,554**	**43,428**	**4,510,124**	**37.1**	**18,615**	**24,170**	**.1696**	**.1713**
Baldwin	101.8	111.9	9.9	43.1	11.9	2,000,217	51.2	34,350	46,409	924,610	44.1	16,665	21,453	.0364	.0391
Mobile	381.9	390.9	2.4	143.5	3.8	6,103,498	37.8	32,054	42,533	3,585,514	35.4	19,159	24,986	.1332	.1322
MONTGOMERY	**298.9**	**312.2**	**4.4**	**113.6**	**5.8**	**5,592,839**	**43.7**	**36,246**	**49,233**	**2,825,857**	**32.2**	**19,899**	**24,876**	**.1109**	**.1120**
Autauga	35.2	38.6	9.7	13.6	11.5	606,562	47.2	33,772	44,600	331,888	51.4	17,966	24,404	.0119	.0128
Elmore	50.8	54.5	7.3	18.6	8.8	870,003	48.0	34,377	46,774	254,600	39.0	10,708	13,688	.0149	.0156
Montgomery	212.9	219.1	2.9	81.4	4.2	4,116,274	42.3	37,041	50,568	2,239,369	29.1	22,213	27,511	.0841	.0836
TUSCALOOSA	**153.4**	**160.4**	**4.6**	**59.8**	**6.0**	**2,692,576**	**44.3**	**33,091**	**45,026**	**1,315,758**	**25.1**	**18,642**	**22,003**	**.0545**	**.0542**
Tuscaloosa	153.4	160.4	4.6	59.8	6.0	2,692,576	44.3	33,091	45,026	1,315,758	25.1	18,642	22,003	.0545	.0542
TOTAL METRO COUNTIES	**2,732.3**	**2,841.2**	**4.0**	**1,078.9**	**5.4**	**50,581,047**	**41.8**	**34,843**	**46,882**	**25,208,485**	**30.6**	**18,861**	**23,365**	**1.0121**	**1.0105**
TOTAL STATE	**4,089.4**	**4,219.4**	**3.2**	**1,594.4**	**4.5**	**68,820,302**	**39.3**	**32,383**	**43,164**	**33,916,009**	**29.8**	**17,130**	**21,272**	**1.4153**	**1.3976**
ALASKA															
ANCHORAGE	**232.4**	**259.3**	**11.6**	**95.4**	**12.4**	**6,846,330**	**48.1**	**54,432**	**71,764**	**3,543,591**	**40.7**	**29,668**	**37,145**	**.1217**	**.1291**
Anchorage	232.4	259.3	11.6	95.4	12.4	6,846,330	48.1	54,432	71,764	3,543,591	40.7	29,668	37,145	.1217	.1291
TOTAL METRO COUNTIES	**232.4**	**259.3**	**11.6**	**95.4**	**12.4**	**6,846,330**	**48.1**	**54,432**	**71,764**	**3,543,591**	**40.7**	**29,668**	**37,145**	**.1217**	**.1291**
TOTAL STATE	**570.2**	**643.4**	**12.8**	**222.8**	**13.7**	**14,995,377**	**47.4**	**51,932**	**67,304**	**6,785,543**	**43.2**	**24,197**	**30,456**	**.2594**	**.2765**
ARIZONA															
PHOENIX	**2,224.8**	**2,498.6**	**12.3**	**964.8**	**13.7**	**46,208,006**	**47.8**	**36,858**	**47,894**	**26,369,677**	**52.9**	**20,322**	**27,332**	**.8787**	**.9568**
Maricopa	2,224.8	2,498.6	12.3	964.8	13.7	46,208,006	47.8	36,858	47,894	26,369,677	52.9	20,322	27,332	.8787	.9568
TUCSON	**690.5**	**754.5**	**9.3**	**300.8**	**10.5**	**11,622,928**	**37.0**	**31,178**	**38,640**	**6,538,028**	**38.9**	**17,300**	**21,735**	**.2457**	**.2489**
Pima	690.5	754.5	9.3	300.8	10.5	11,622,928	37.0	31,178	38,640	6,538,028	38.9	17,300	21,735	.2457	.2489
YUMA	**112.1**	**122.1**	**8.9**	**40.4**	**9.5**	**1,658,941**	**47.9**	**30,388**	**41,063**	**986,731**	**39.6**	**19,154**	**24,425**	**.0355**	**.0374**
Yuma	112.1	122.1	8.9	40.4	9.5	1,658,941	47.9	30,388	41,063	986,751	39.6	19,154	24,425	.0355	.0374
TOTAL METRO COUNTIES	**3,027.4**	**3,375.2**	**11.5**	**1,306.0**	**12.8**	**59,489,875**	**45.5**	**35,316**	**45,551**	**33,894,456**	**49.6**	**19,575**	**25,953**	**1.1599**	**1.2431**
TOTAL STATE	**3,825.5**	**4,238.4**	**10.8**	**1,605.0**	**12.2**	**71,318,058**	**46.4**	**34,048**	**44,435**	**39,954,161**	**48.6**	**18,797**	**24,894**	**1.3978**	**1.4965**
ARKANSAS															
FAYETTEVILLE–SPRINGDALE	**116.6**	**126.0**	**8.1**	**49.2**	**10.1**	**1,986,754**	**38.7**	**32,051**	**40,381**	**1,497,519**	**46.6**	**22,854**	**30,437**	**.0453**	**.0470**
Washington	116.6	126.0	8.1	49.2	10.1	1,986,754	38.7	32,051	40,381	1,497,519	46.6	22,854	30,437	.0453	.0470
FORT SMITH	**180.1**	**193.6**	**7.5**	**74.3**	**8.5**	**2,926,500**	**39.5**	**30,617**	**39,388**	**1,883,555**	**42.0**	**19,371**	**25,351**	**.0642**	**.0659**
Crawford	44.1	49.0	11.1	17.9	12.6	694,126	48.5	29,398	38,778	299,884	47.4	12,794	16,753	.0131	.0141
Sebastian	101.1	105.8	4.6	42.3	6.0	1,734,482	32.4	32,829	41,004	1,383,584	42.1	24,407	32,709	.0415	.0417
Sequoyah, Okla.	*34.9*	*38.8*	*11.2*	*14.1*	*11.0*	*497,892*	*55.6*	*25,194*	*35,311*	*200,087*	*33.7*	*11,783*	*14,191*	*.0096*	*.0101*
LITTLE ROCK–NORTH LITTLE ROCK	**521.2**	**544.4**	**4.5**	**209.5**	**5.4**	**10,161,246**	**40.8**	**36,316**	**48,502**	**5,889,445**	**41.2**	**20,994**	**28,112**	**.2064**	**.2109**
Faulkner	63.1	71.6	13.5	25.7	14.2	1,153,772	57.4	32,581	44,894	527,779	51.0	15,533	20,536	.0205	.0230
Lonoke	40.4	43.8	8.4	15.8	10.5	641,658	43.5	31,275	40,611	225,271	41.8	11,106	14,258	.0118	.0122
Pulaski	351.1	355.0	1.1	140.9	2.2	7,234,833	38.7	37,832	51,347	4,761,298	40.4	24,598	33,792	.1534	.1546
Saline	66.6	74.0	11.1	27.1	12.9	1,130,983	38.1	34,113	41,734	375,097	38.3	11,298	13,841	.0207	.0211
PINE BLUFF	**85.9**	**86.5**	**.7**	**30.8**	**2.3**	**1,185,117**	**30.9**	**30,075**	**38,478**	**748,156**	**33.8**	**18,578**	**24,291**	**.0281**	**.0272**
Jefferson	85.9	86.5	.7	30.8	2.3	1,185,117	30.9	30,075	38,478	748,156	33.8	18,578	24,291	.0281	.0272
TEXARKANA	**120.8**	**122.5**	**1.4**	**46.2**	**2.2**	**1,942,874**	**34.3**	**31,995**	**42,054**	**1,276,556**	**38.3**	**20,427**	**27,631**	**.0442**	**.0434**
Miller	38.7	39.6	2.3	14.9	3.5	553,983	36.1	28,267	37,180	329,382	45.2	15,751	22,106	.0122	.0123
Bowie, Tex.	*82.1*	*82.9*	*1.0*	*31.3*	*1.6*	*1,380,891*	*33.7*	*33,738*	*44,374*	*947,174*	*36.0*	*22,614*	*30,261*	*.0320*	*.0311*
TOTAL METRO COUNTIES	**958.2**	**1,004.2**	**4.8**	**383.0**	**6.1**	**17,081,457**	**39.2**	**33,972**	**44,599**	**10,654,763**	**41.0**	**20,926**	**27,819**	**.3643**	**.3708**
TOTAL STATE	**2,374.8**	**2,449.4**	**3.1**	**940.9**	**4.3**	**37,885,695**	**38.6**	**30,317**	**40,265**	**21,984,705**	**41.1**	**17,281**	**23,366**	**.8105**	**.8189**

1996 PROJECTIONS

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	RETAIL SALES 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
CALIFORNIA															
ANAHEIM–SANTA ANA	**2,510.6**	**2,797.0**	**11.4**	**933.4**	**9.5**	**65,794,165**	**39.3**	**55,427**	**70,489**	**25,785,455**	**25.0**	**24,209**	**27,625**	**1.1711**	**1.1630**
Orange	2,510.6	2,797.0	11.4	933.4	9.5	65,794,165	39.3	55,427	70,489	25,785,455	25.0	24,209	27,625	1.1711	1.1630
BAKERSFIELD	**581.5**	**678.4**	**16.7**	**223.4**	**15.6**	**10,642,276**	**50.3**	**36,641**	**47,638**	**5,587,628**	**58.5**	**18,236**	**25,012**	**.1988**	**.2222**
Kern	581.5	678.4	16.7	223.4	15.6	10,642,276	50.3	36,641	47,638	5,587,628	58.5	18,236	25,012	.1988	.2222
CHICO	**190.1**	**213.6**	**12.4**	**84.8**	**13.4**	**3,220,840**	**40.5**	**30,658**	**37,982**	**1,566,449**	**37.4**	**15,237**	**18,472**	**.0644**	**.0665**
Butte	190.1	213.6	12.4	84.8	13.4	3,220,840	40.5	30,658	37,982	1,566,449	37.4	15,237	18,472	.0644	.0665
FRESNO	**709.4**	**826.2**	**16.5**	**272.4**	**16.6**	**12,423,339**	**49.3**	**35,606**	**45,607**	**6,470,126**	**48.0**	**18,703**	**23,752**	**.2395**	**.2613**
Fresno	709.4	826.2	16.5	272.4	16.6	12,423,339	49.3	35,606	45,607	6,470,126	48.0	18,703	23,752	.2395	.2613
LOS ANGELES–LONG BEACH	**9,087.0**	**9,656.5**	**6.3**	**3,235.3**	**6.1**	**189,640,807**	**34.6**	**46,203**	**58,616**	**86,066,771**	**32.8**	**21,257**	**26,602**	**3.6730**	**3.6137**
Los Angeles	9,087.0	9,656.5	6.3	3,235.3	6.1	189,640,807	34.6	46,203	58,616	86,066,771	32.8	21,257	26,602	3.6730	3.6137
LOS ANGELES–ANAHEIM–RIVERSIDE CONSOLIDATED AREA	***15,109.6***	***16,463.3***	***9.0***	***5,487.1***	***8.3***	***327,696,601***	***37.4***	***47,080***	***59,721***	***141,863,283***	***31.8***	***21,257***	***25,854***	***6.1611***	***6.1448***
MERCED	**186.7**	**211.0**	**13.0**	**64.6**	**12.3**	**2,871,413**	**45.0**	**34,435**	**44,449**	**1,269,310**	**46.8**	**15,036**	**19,649**	**.0555**	**.0590**
Merced	186.7	211.0	13.0	64.6	12.3	2,871,413	45.0	34,435	44,449	1,269,310	46.8	15,036	19,649	.0555	.0590
MODESTO	**394.6**	**445.5**	**12.9**	**149.3**	**12.3**	**7,234,848**	**44.8**	**37,597**	**48,458**	**3,486,740**	**37.1**	**19,137**	**23,354**	**.1400**	**.1462**
Stanislaus	394.6	445.5	12.9	149.3	12.3	7,234,848	44.8	37,597	48,458	3,486,740	37.1	19,137	23,354	.1400	.1462
OAKLAND	**2,149.1**	**2,324.4**	**8.2**	**862.4**	**7.7**	**55,456,536**	**41.0**	**49,156**	**64,305**	**21,700,180**	**35.4**	**20,031**	**25,163**	**.9611**	**.9773**
Alameda	1,311.9	1,403.2	7.0	518.5	6.2	31,621,502	39.9	46,305	60,987	13,321,218	33.4	20,449	25,692	.5711	.5746
Contra Costa	837.2	921.2	10.0	343.9	10.2	23,835,034	42.4	53,616	69,308	8,378,962	38.6	19,376	24,365	.3900	.4027
OXNARD–VENTURA	**688.3**	**725.6**	**5.4**	**231.1**	**4.2**	**15,731,027**	**33.4**	**53,167**	**68,070**	**6,855,452**	**29.0**	**23,958**	**29,664**	**.2998**	**.2907**
Ventura	688.3	725.6	5.4	231.1	4.2	15,731,027	33.4	53,167	68,070	6,855,452	29.0	23,958	29,664	.2998	.2907
REDDING	**156.4**	**179.5**	**14.8**	**69.3**	**16.3**	**2,743,176**	**42.6**	**32,283**	**39,584**	**1,537,109**	**36.6**	**18,886**	**22,181**	**.0567**	**.0588**
Shasta	156.4	179.5	14.8	69.3	16.3	2,743,176	42.6	32,283	39,584	1,537,109	36.6	18,886	22,181	.0567	.0588
RIVERSIDE–SAN BERNARDINO	**2,823.7**	**3,284.2**	**16.3**	**1,087.3**	**15.5**	**56,530,602**	**46.7**	**40,931**	**51,992**	**23,155,605**	**37.2**	**17,924**	**21,296**	**1.0172**	**1.0774**
Riverside	1,290.0	1,507.7	16.9	511.6	15.9	27,014,486	47.3	41,562	52,804	10,012,933	32.2	17,159	19,572	.4723	.4975
San Bernardino	1,533.7	1,776.5	15.8	575.7	15.1	29,516,116	46.2	40,374	51,270	13,142,672	41.3	18,599	22,829	.5449	.5799
SACRAMENTO	**1,569.8**	**1,787.6**	**13.9**	**671.2**	**14.0**	**36,406,286**	**50.4**	**41,115**	**54,241**	**16,504,353**	**43.4**	**19,555**	**24,589**	**.6383**	**.6885**
El Dorado	136.6	163.1	19.4	60.7	19.7	3,502,418	61.9	42,676	57,700	1,086,385	40.9	15,213	17,898	.0525	.0596
Placer	186.4	217.5	16.7	81.4	17.6	5,087,395	58.1	46,514	62,499	2,223,990	40.8	22,833	27,322	.0839	.0927
Sacramento	1,098.8	1,237.8	12.7	468.1	12.7	25,008,161	48.7	40,486	53,425	11,911,378	43.5	19,980	25,446	.4491	.4807
Yolo	148.0	169.2	14.3	61.0	14.4	2,808,312	40.4	37,523	46,038	1,282,600	49.3	16,116	21,026	.0528	.0555
SALINAS–SEASIDE–MONTEREY	**367.4**	**388.5**	**5.7**	**121.5**	**4.8**	**7,074,043**	**34.6**	**45,344**	**58,223**	**2,975,657**	**27.5**	**20,143**	**24,491**	**.1379**	**.1340**
Monterey	367.4	388.5	5.7	121.5	4.8	7,074,043	34.6	45,344	58,223	2,975,657	27.5	20,143	24,491	.1379	.1340
SAN DIEGO	**2,604.4**	**2,810.0**	**7.9**	**984.3**	**6.9**	**54,364,829**	**33.1**	**44,363**	**55,232**	**24,472,894**	**30.8**	**20,325**	**24,863**	**1.0612**	**1.0367**
San Diego	2,604.4	2,810.0	7.9	984.3	6.9	54,364,829	33.1	44,363	55,232	24,472,894	30.8	20,325	24,863	1.0612	1.0367
SAN FRANCISCO	**1,631.2**	**1,723.9**	**5.7**	**677.2**	**4.4**	**44,889,574**	**32.0**	**52,411**	**66,287**	**20,865,878**	**36.1**	**23,639**	**30,812**	**.8371**	**.8192**
Marin	235.9	259.4	10.0	106.8	9.8	9,463,721	48.0	65,725	88,612	3,196,102	35.7	24,208	29,926	.1431	.1504
San Francisco	726.5	735.3	1.2	302.4	–.5	16,892,620	23.9	44,848	55,862	8,857,772	31.2	22,203	29,292	.3513	.3269
San Mateo	668.8	729.2	9.0	268.0	8.3	18,533,233	32.7	56,469	69,154	8,812,004	41.5	25,180	32,881	.3427	.3419

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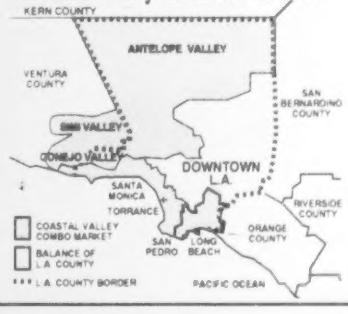

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1996 PROJECTIONS

CAL. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
SAN FRANCISCO–OAKLAND–SAN JOSE CONSOLIDATED AREA	*6,434.8*	*6,908.7*	*7.4*	*2,534.1*	*6.4*	*165,041,784*	*36.2*	*50,885*	*65,128*	*69,212,859*	*34.3*	*21,656*	*27,313*	*2.9808*	*2.9639*
SAN JOSE	**1,532.8**	**1,626.4**	**6.1**	**551.2**	**4.5**	**40,116,325**	**34.5**	**56,546**	**72,780**	**15,947,415**	**29.4**	**23,362**	**28,932**	**.7236**	**.7058**
Santa Clara	1,532.8	1,626.4	6.1	551.2	4.5	40,116,325	34.5	56,546	72,780	15,947,415	29.4	23,362	28,932	.7236	.7058
SANTA BARBARA–SANTA MARIA–LOMPOC	**378.8**	**406.7**	**7.4**	**141.0**	**6.6**	**8,512,464**	**35.7**	**47,407**	**60,372**	**4,130,903**	**45.1**	**21,524**	**29,297**	**.1609**	**.1634**
Santa Barbara	378.8	406.7	7.4	141.0	6.6	8,512,464	35.7	47,407	60,372	4,130,903	45.1	21,524	29,297	.1609	.1634
SANTA CRUZ	**234.5**	**239.7**	**2.2**	**86.1**	**1.8**	**5,280,089**	**33.1**	**46,901**	**61,325**	**2,581,926**	**35.9**	**22,458**	**29,988**	**.1030**	**.1008**
Santa Cruz	234.5	239.7	2.2	86.1	1.8	5,280,089	33.1	46,901	61,325	2,581,926	35.9	22,458	29,988	.1030	.1008
SANTA ROSA–PETALUMA	**407.7**	**457.0**	**12.1**	**174.8**	**12.1**	**9,701,874**	**41.5**	**43,940**	**55,503**	**4,420,403**	**38.9**	**20,394**	**25,288**	**.1764**	**.1822**
Sonoma	407.7	457.0	12.1	174.8	12.1	9,701,874	41.5	43,940	55,503	4,420,403	38.9	20,394	25,288	.1764	.1822
STOCKTON	**501.7**	**554.8**	**10.6**	**178.2**	**8.9**	**8,739,761**	**38.8**	**38,474**	**49,045**	**4,359,813**	**44.2**	**18,486**	**24,466**	**.1738**	**.1796**
San Joaquin	501.7	554.8	10.6	178.2	8.9	8,739,761	38.8	38,474	49,045	4,359,813	44.2	18,486	24,466	.1738	.1796
VALLEJO–FAIRFIELD–NAPA	**479.5**	**537.3**	**12.1**	**182.4**	**11.6**	**9,597,386**	**34.3**	**43,715**	**52,617**	**3,697,057**	**32.7**	**17,036**	**20,269**	**.1796**	**.1786**
Napa	114.3	122.3	7.0	45.5	7.1	2,648,865	35.4	46,027	58,217	991,797	35.2	17,265	21,798	.0474	.0470
Solano	365.2	415.0	13.6	136.9	13.1	6,948,521	33.8	42,903	50,756	2,705,260	31.9	16,955	19,761	.1322	.1316
VISALIA–TULARE–PORTERVILLE	**328.1**	**374.7**	**14.2**	**115.9**	**13.3**	**5,485,674**	**56.7**	**34,218**	**47,331**	**2,374,663**	**43.2**	**16,213**	**20,489**	**.1001**	**.1103**
Tulare	328.1	374.7	14.2	115.9	13.3	5,485,674	56.7	34,218	47,331	2,374,663	43.2	16,213	20,489	.1001	.1103
YUBA CITY	**129.1**	**150.1**	**16.3**	**53.3**	**17.9**	**2,169,843**	**47.4**	**32,572**	**40,710**	**1,017,294**	**48.4**	**15,167**	**19,086**	**.0412**	**.0449**
Sutter	68.3	80.4	17.7	29.0	18.4	1,259,296	46.6	35,065	43,424	629,418	48.6	17,285	21,704	.0239	.0260
Yuba	60.8	69.7	14.6	24.3	17.4	910,547	48.5	29,621	37,471	387,876	48.0	12,660	15,962	.0173	.0189
TOTAL METRO COUNTIES	**29,642.4**	**32,398.6**	**9.3**	**11,150.4**	**8.6**	**654,627,177**	**38.1**	**46,175**	**58,709**	**286,829,081**	**34.3**	**20,801**	**25,724**	**12.2102**	**12.2801**
TOTAL STATE	**30,975.0**	**33,877.1**	**9.4**	**11,681.6**	**8.8**	**678,499,181**	**38.3**	**45,689**	**58,083**	**297,017,343**	**34.5**	**20,563**	**25,426**	**12.6608**	**12.7469**
COLORADO															
BOULDER–LONGMONT	**230.0**	**242.3**	**5.3**	**96.7**	**6.9**	**5,975,984**	**47.0**	**44,915**	**61,799**	**2,828,921**	**40.6**	**22,234**	**29,255**	**.1058**	**.1107**
Boulder	230.0	242.3	5.3	96.7	6.9	5,975,984	47.0	44,915	61,799	2,828,921	40.6	22,234	29,255	.1058	.1107
COLORADO SPRINGS	**414.9**	**464.1**	**11.9**	**174.7**	**13.4**	**8,340,161**	**45.4**	**37,223**	**47,740**	**4,169,255**	**43.8**	**18,821**	**23,865**	**.1574**	**.1665**
El Paso	414.9	464.1	11.9	174.7	13.4	8,340,161	45.4	37,223	47,740	4,169,255	43.8	18,821	23,865	.1574	.1665
DENVER	**1,652.8**	**1,742.0**	**5.4**	**706.0**	**6.6**	**40,926,947**	**45.7**	**42,421**	**57,970**	**19,847,535**	**47.8**	**20,286**	**28,113**	**.7281**	**.7696**
Adams	268.3	277.5	3.4	101.7	4.2	4,968,703	41.3	36,036	48,856	2,809,545	38.4	20,804	27,626	.1017	.1032
Arapahoe	402.9	432.8	7.4	174.4	9.1	12,081,715	53.4	49,287	69,276	6,465,671	55.2	26,065	37,074	.2059	.2285
Denver	467.9	479.3	2.4	219.3	3.8	9,468,697	30.6	34,321	43,177	5,426,689	44.0	17,848	24,746	.1961	.1938
Douglas	65.5	76.7	17.1	27.0	18.9	2,434,189	68.9	63,480	90,155	327,959	57.0	9,199	12,147	.0280	.0335
Jefferson	448.2	475.7	6.1	183.6	7.5	11,973,643	49.6	46,862	65,216	4,817,671	47.9	19,070	26,240	.1964	.2106
DENVER–BOULDER CONSOLIDATED AREA	*1,882.8*	*1,984.3*	*5.4*	*802.7*	*6.7*	*46,902,931*	*45.9*	*42,721*	*58,431*	*22,676,456*	*46.8*	*22,520*	*28,250*	*.8339*	*.8803*
FORT COLLINS–LOVELAND	**196.4**	**223.0**	**13.5**	**85.8**	**15.2**	**4,021,975**	**46.2**	**36,921**	**46,876**	**2,164,032**	**51.3**	**19,204**	**25,222**	**.0759**	**.0822**
Larimer	196.4	223.0	13.5	85.8	15.2	4,021,975	46.2	36,921	46,876	2,164,032	51.3	19,204	25,222	.0759	.0822
GREELEY	**133.6**	**138.7**	**3.8**	**50.6**	**5.2**	**2,354,196**	**46.6**	**33,385**	**46,526**	**1,048,775**	**50.4**	**14,497**	**20,727**	**.0437**	**.0461**
Weld	133.6	138.7	3.8	50.6	5.2	2,354,196	46.6	33,385	46,526	1,048,775	50.4	14,497	20,727	.0437	.0461
PUEBLO	**124.1**	**128.7**	**3.7**	**50.2**	**5.5**	**1,839,234**	**37.9**	**28,024**	**36,638**	**1,201,362**	**48.9**	**16,953**	**23,932**	**.0409**	**.0420**
Pueblo	124.1	128.7	3.7	50.2	5.5	1,839,234	37.9	28,024	36,638	1,201,362	48.9	16,953	23,932	.0409	.0420
TOTAL METRO COUNTIES	**2,751.8**	**2,938.8**	**6.8**	**1,164.0**	**8.1**	**63,458,497**	**45.6**	**40,466**	**54,518**	**31,259,880**	**46.9**	**19,759**	**26,856**	**1.1518**	**1.2171**
TOTAL STATE	**3,367.9**	**3,581.0**	**6.3**	**1,412.4**	**7.6**	**74,484,121**	**45.3**	**39,056**	**52,736**	**36,766,143**	**45.8**	**19,207**	**26,031**	**1.3684**	**1.4392**
CONNECTICUT															
BRIDGEPORT–STAMFORD–NORWALK–DANBURY	**825.3**	**814.5**	**−1.3**	**300.8**	**−1.0**	**26,820,246**	**29.0**	**68,477**	**89,163**	**8,735,711**	**14.3**	**25,155**	**29,042**	**.4699**	**.4282**
Fairfield	825.3	814.5	−1.3	300.8	−1.0	26,820,246	29.0	68,477	89,163	8,735,711	14.3	25,155	29,042	.4699	.4282
HARTFORD–NEW BRITAIN–MIDDLETOWN–BRISTOL	**1,136.9**	**1,159.5**	**2.0**	**440.7**	**2.9**	**29,617,373**	**37.0**	**50,488**	**67,205**	**10,648,799**	**20.1**	**20,709**	**24,163**	**.5256**	**.5042**
Hartford	859.6	870.6	1.3	334.7	2.2	22,146,016	35.3	49,985	66,167	8,402,882	19.0	21,568	25,106	.4034	.3826
Middlesex	145.8	151.7	4.0	58.7	5.4	4,532,349	51.7	53,635	77,212	1,443,641	28.0	20,242	24,594	.0702	.0730
Tolland	131.5	137.2	4.3	47.3	4.6	2,939,008	29.4	50,251	62,135	802,276	17.9	15,061	16,961	.0520	.0486
NEW HAVEN–WATERBURY–MERIDEN	**812.0**	**826.4**	**1.8**	**316.9**	**3.1**	**19,536,652**	**35.4**	**46,935**	**61,649**	**7,700,205**	**21.2**	**20,653**	**24,299**	**.3622**	**.3455**
New Haven	812.0	826.4	1.8	316.9	3.1	19,536,652	35.4	46,935	61,649	7,700,205	21.2	20,653	24,299	.3622	.3455
NEW LONDON–NORWICH	**257.6**	**264.1**	**2.5**	**96.8**	**2.8**	**5,715,753**	**31.9**	**45,992**	**59,047**	**2,167,191**	**17.8**	**19,528**	**22,358**	**.1087**	**.1017**
New London	257.6	264.1	2.5	96.8	2.8	5,715,753	31.9	45,992	59,047	2,167,191	17.8	19,528	22,358	.1087	.1017
TOTAL METRO COUNTIES	**3,031.8**	**3,064.5**	**1.1**	**1,155.2**	**1.9**	**81,690,024**	**33.5**	**53,969**	**70,715**	**29,251,906**	**18.4**	**21,787**	**25,322**	**1.4664**	**1.3796**
TOTAL STATE	**3,313.9**	**3,259.3**	**1.4**	**1,266.2**	**2.2**	**88,234,300**	**33.4**	**53,363**	**69,679**	**31,450,750**	**18.5**	**21,418**	**24,837**	**1.5854**	**1.4923**
DELAWARE															
WILMINGTON	**592.2**	**628.3**	**6.1**	**233.1**	**7.0**	**13,550,122**	**40.3**	**44,331**	**58,130**	**6,100,201**	**26.7**	**22,100**	**26,170**	**.2555**	**.2530**
New Castle	452.4	479.8	6.1	179.9	7.0	10,507,515	38.8	45,012	58,408	4,987,865	25.4	23,651	27,726	.2027	.1987
Cecil, Md.	*74.2*	*82.6*	*11.3*	*28.7*	*11.7*	*1,521,111*	*46.4*	*40,429*	*53,000*	*608,663*	*29.4*	*18,308*	*21,208*	*.0275*	*.0284*
Salem, N. J.	*65.6*	*65.9*	*.5*	*24.5*	*2.1*	*1,521,496*	*44.9*	*43,739*	*62,102*	*503,773*	*37.3*	*15,292*	*20,562*	*.0253*	*.0259*
TOTAL METRO COUNTIES	**452.4**	**479.8**	**6.1**	**179.9**	**7.0**	**10,507,515**	**38.8**	**45,012**	**58,408**	**4,987,865**	**25.4**	**23,651**	**27,726**	**.2027**	**.1987**
TOTAL STATE	**684.1**	**726.7**	**6.2**	**271.4**	**7.1**	**14,454,377**	**38.5**	**41,183**	**53,259**	**7,971,296**	**31.5**	**23,907**	**29,371**	**.2988**	**.2918**

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
DISTRICT OF COLUMBIA															
WASHINGTON	4,055.2	4,383.6	8.1	1,619.0	7.8	117,388,367	41.8	55,132	72,507	40,911,701	28.8	21,146	25,270	1.9533	1.9677
District of Columbia	597.4	565.0	-5.4	233.6	-4.6	13,758,203	28.0	43,922	58,896	4,305,578	19.4	14,732	18,431	.2506	.2284
Calvert, Md.	55.2	64.7	17.2	21.2	16.5	1,652,762	66.9	54,405	77,960	340,412	54.7	12,091	16,057	.0212	.0252
Charles, Md.	106.7	122.3	14.6	40.4	16.1	2,330,257	40.9	47,540	57,680	981,162	44.4	19,520	24,286	.0417	.0437
Frederick, Md.	156.9	174.5	11.2	61.9	12.5	3,479,207	40.6	44,993	56,207	1,394,489	27.3	19,915	22,528	.0637	.0638
Montgomery, Md.	800.4	915.0	14.3	342.0	14.7	25,624,487	39.2	61,753	74,925	7,977,357	28.0	20,912	23,326	.4126	.4148
Prince George's, Md.	743.9	783.1	5.3	275.8	5.1	16,396,305	33.2	46,903	59,450	7,666,758	25.5	23,283	27,798	.3243	.3113
Alexandria city, Va.	111.8	113.4	1.4	54.1	1.3	4,167,548	44.5	54,006	77,034	1,907,243	35.7	26,317	35,254	.0706	.0723
Arlington, Va.	171.5	171.9	.2	77.6	-.9	4,988,116	20.6	52,715	64,280	1,706,799	25.4	17,378	21,995	.0913	.0822
Fairfax, Va.	858.1	955.7	11.4	339.4	11.1	33,665,443	58.8	69,374	99,191	9,266,278	34.5	22,551	27,302	.4655	.5119
Fairfax city, Va.	19.5	18.9	-3.1	7.2	-1.4	444,015	18.4	51,374	61,669	964,101	21.0	109,156	133,903	.0197	.0174
Falls Church city, Va.	9.6	9.6	.0	4.2	.0	342,133	36.5	59,683	81,460	346,362	28.6	64,139	82,467	.0085	.0082
Loudoun, Va.	91.8	106.5	16.0	38.0	16.9	2,488,826	40.4	54,561	65,495	915,173	30.5	21,580	24,084	.0427	.0434
Manassas city, Va.	30.2	35.4	17.2	11.9	16.7	858,843	55.3	54,226	72,172	813,245	36.2	58,695	68,508	.0196	.0210
Manassas Park city, Va.	6.9	7.4	7.2	2.2	.0	106,564	20.0	40,355	48,438	7,157	11.0	2,931	3,253	.0018	.0016
Prince William, Va.	229.8	264.3	15.0	85.3	15.0	5,621,440	42.2	53,261	65,902	1,924,629	29.4	20,038	22,563	.0956	.0978
Stafford, Va.	65.5	75.9	15.9	24.2	16.3	1,464,218	44.2	48,830	60,505	392,958	31.1	14,411	16,238	.0237	.0247
TOTAL METRO COUNTIES	597.4	565.0	-5.4	233.6	-4.6	13,758,203	28.0	43,922	58,896	4,305,578	19.4	14,732	18,431	.2508	.2284
TOTAL STATE	597.4	565.0	-5.4	233.6	-4.6	13,758,203	28.0	43,922	58,896	4,305,578	19.4	14,732	18,431	.2508	.2284
FLORIDA															
BRADENTON	220.5	244.8	11.0	105.7	11.4	4,544,668	44.7	33,094	42,996	2,386,516	42.8	17,612	22,578	.0870	.0916
Manatee	220.5	244.8	11.0	105.7	11.4	4,544,668	44.7	33,094	42,996	2,386,516	42.8	17,612	22,578	.0870	.0916
DAYTONA BEACH	389.2	433.2	11.3	182.1	13.1	7,408,245	45.5	31,634	40,682	4,512,326	50.2	18,664	24,779	.1484	.1592
Volusia	389.2	433.2	11.3	182.1	13.1	7,408,245	45.5	31,634	40,682	4,512,326	50.2	18,664	24,779	.1484	.1592
FORT LAUDERDALE–HOLLYWOOD–POMPANO BEACH	1,298.2	1,397.0	7.6	594.8	8.6	33,678,186	53.0	40,199	56,621	19,087,907	52.8	22,813	32,091	.6032	.6638
Broward	1,298.2	1,397.0	7.6	594.8	8.6	33,678,186	53.0	40,199	56,621	19,087,907	52.8	22,813	32,091	.6032	.6638
FORT MYERS–CAPE CORAL	357.0	412.0	15.4	172.7	15.6	8,809,866	58.2	37,271	51,013	4,595,225	43.4	21,455	26,608	.1557	.1724
Lee	357.0	412.0	15.4	172.7	15.6	8,809,866	58.2	37,271	51,013	4,595,225	43.4	21,455	26,608	.1557	.1724
FORT PIERCE	267.3	307.1	14.9	123.8	14.9	6,501,531	53.4	39,357	52,516	2,848,123	37.8	19,192	23,006	.1120	.1209
Martin	106.8	121.5	13.8	51.5	12.9	3,263,999	54.1	46,443	63,379	1,286,619	33.5	21,136	24,983	.0528	.0565
St. Lucie	160.5	185.6	15.6	72.3	16.4	3,237,532	52.7	34,153	44,779	1,561,504	41.6	17,764	21,598	.0592	.0644
FORT WALTON BEACH	149.8	162.5	8.5	60.8	9.5	2,836,825	44.8	35,295	46,658	1,895,401	55.6	21,941	31,174	.0583	.0629
Okaloosa	149.8	162.5	8.5	60.8	9.5	2,836,825	44.8	35,295	46,658	1,895,401	55.6	21,941	31,174	.0583	.0629
GAINESVILLE	208.9	220.7	5.6	86.4	7.1	3,648,200	44.2	31,341	42,225	2,533,971	52.8	20,547	29,328	.0775	.0829
Alachua	186.2	197.7	6.2	79.1	7.8	3,330,309	45.4	31,210	42,103	2,383,523	54.7	20,993	30,133	.0706	.0763
Bradford	22.7	23.0	1.3	7.3	.0	317,891	33.4	32,655	43,547	150,448	28.3	16,059	20,609	.0069	.0066
JACKSONVILLE	943.5	1,022.8	8.4	390.7	9.3	19,246,182	45.8	36,920	49,261	11,892,997	52.9	21,758	30,440	.3794	.4081
Clay	112.7	130.1	15.4	44.9	15.4	2,358,993	52.4	39,801	52,539	1,273,465	53.5	21,333	28,362	.0432	.0481
Duval	695.8	740.2	6.4	286.1	7.5	13,813,583	44.1	36,014	48,282	9,311,228	53.8	22,745	32,545	.2831	.3028
Nassau	46.0	50.9	10.7	19.0	11.8	800,845	37.3	34,301	42,150	386,488	37.8	16,260	20,341	.0159	.0163
St. Johns	89.0	101.6	14.2	40.7	14.6	2,272,761	53.1	41,816	55,842	921,816	48.8	17,450	22,649	.0372	.0409
LAKELAND–WINTER HAVEN	418.4	451.1	7.8	175.6	8.9	7,089,216	39.1	31,607	40,371	4,311,870	45.0	18,442	24,555	.1503	.1552
Polk	418.4	451.1	7.8	175.6	8.9	7,089,216	39.1	31,607	40,371	4,311,870	45.0	18,442	24,555	.1503	.1552
MELBOURNE–TITUSVILLE–PALM BAY	419.8	473.0	12.7	195.9	15.0	9,843,224	55.2	37,209	50,246	4,130,874	37.2	17,669	21,087	.1677	.1815
Brevard	419.8	473.0	12.7	195.9	15.0	9,843,224	55.2	37,209	50,246	4,130,874	37.2	17,669	21,087	.1677	.1815
MIAMI–HIALEAH	1,988.4	2,101.4	5.7	752.6	6.1	35,430,426	35.5	36,856	47,077	20,733,023	36.1	21,476	27,549	.7583	.7538
Dade	1,988.4	2,101.4	5.7	752.6	6.1	35,430,426	35.5	36,856	47,077	20,733,023	36.1	21,476	27,549	.7583	.7538
MIAMI–FORT LAUDERDALE CONSOLIDATED AREA	*3,286.6*	*3,498.4*	*6.4*	*1,347.4*	*7.2*	*69,108,612*	*43.5*	*38,312*	*51,290*	*39,820,930*	*43.6*	*22,050*	*29,554*	*1.3615*	*1.4176*
NAPLES	164.1	191.1	16.5	76.8	15.8	5,405,570	59.3	51,161	70,359	2,321,307	52.4	22,977	30,225	.0835	.0952
Collier	164.1	191.1	16.5	76.8	15.8	5,405,570	59.3	51,161	70,359	2,321,307	52.4	22,977	30,225	.0835	.0952
OCALA	206.4	236.9	14.8	96.4	15.9	3,490,820	45.7	28,795	36,212	2,164,579	46.0	17,823	22,454	.0727	.0779
Marion	206.4	236.9	14.8	96.4	15.9	3,490,820	45.7	28,795	36,212	2,164,579	46.0	17,823	22,454	.0727	.0779
ORLANDO	1,139.5	1,304.4	14.5	490.0	14.9	25,884,886	54.3	39,348	52,826	15,736,255	50.9	24,463	32,115	.4867	.5406
Orange	717.3	815.4	13.7	308.0	14.2	15,459,954	50.4	38,114	50,195	10,856,088	51.4	26,590	35,247	.3125	.3432
Osceola	117.1	138.8	18.5	50.6	19.1	2,452,908	67.4	34,484	48,476	1,296,623	45.2	21,010	25,625	.0436	.0500
Seminole	305.1	350.2	14.8	131.4	15.1	7,972,024	58.4	44,073	60,670	3,583,544	51.4	20,723	27,272	.1306	.1474
PANAMA CITY	131.8	144.2	9.4	56.3	10.8	2,409,935	49.2	31,806	42,805	1,678,148	44.4	22,884	29,807	.0512	.0546
Bay	131.8	144.2	9.4	56.3	10.8	2,409,935	49.2	31,806	42,805	1,678,148	44.4	22,884	29,807	.0512	.0546
PENSACOLA	353.8	374.5	5.9	141.4	7.1	6,479,901	47.6	33,265	45,027	3,773,106	51.6	18,852	26,684	.1278	.1367
Escambia	268.8	281.8	4.8	107.0	6.2	4,699,202	43.2	32,553	43,918	3,240,379	52.1	21,139	30,284	.1003	.1060
Santa Rosa	85.0	92.7	9.1	34.4	10.3	1,780,699	60.5	35,565	51,765	532,727	48.9	11,465	15,486	.0275	.0307
SARASOTA	287.8	312.4	8.5	142.3	9.3	6,849,304	35.4	38,860	48,133	3,954,281	33.9	22,674	27,788	.1391	.1380
Sarasota	287.8	312.4	8.5	142.3	9.3	6,849,304	35.4	38,860	48,133	3,954,281	33.9	22,674	27,788	.1391	.1380
TALLAHASSEE	241.8	259.1	7.2	99.4	9.0	4,749,291	49.9	34,747	47,780	2,794,433	51.0	20,294	28,113	.0920	.0995
Gadsden	41.5	41.7	.5	13.9	3.0	433,720	26.5	25,397	31,203	264,661	41.1	13,891	19,040	.0110	.0105
Leon	200.3	217.4	8.5	85.5	10.0	4,315,571	52.7	36,372	50,475	2,529,772	52.1	21,407	29,588	.0810	.0890

FLA. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
TAMPA–ST. PETERSBURG–CLEARWATER	**2,142.5**	**2,292.1**	**7.0**	**971.2**	**7.7**	**42,897,012**	**41.0**	**33,733**	**44,169**	**24,573,869**	**41.2**	**19,302**	**25,303**	**.8633**	**.8873**
Hernando	110.6	130.4	17.9	54.8	18.4	2,025,450	54.2	28,366	36,961	846,106	51.9	12,028	15,440	.0355	.0398
Hillsborough	866.7	930.5	7.4	367.0	8.6	17,181,743	42.0	35,809	46,817	8,555,917	29.6	19,533	23,313	.3393	.3407
Pasco	294.8	327.8	11.2	142.4	11.4	4,949,075	43.2	27,052	34,755	2,837,524	49.9	14,814	19,926	.1008	.1073
Pinellas	870.4	903.4	3.8	407.0	4.5	18,740,744	38.4	34,762	46,046	12,334,322	47.7	21,439	30,305	.3877	3995
WEST PALM BEACH–BOCA RATON–DELRAY BEACH	**926.8**	**1,067.8**	**15.2**	**456.5**	**16.2**	**26,240,059**	**48.9**	**44,848**	**57,481**	**12,927,379**	**51.9**	**21,652**	**28,318**	**.4496**	**.4921**
Palm Beach	926.8	1,067.8	15.2	456.5	16.2	26,240,059	48.9	44,848	57,481	12,927,379	51.9	21,652	28,318	.4496	.4921
TOTAL METRO COUNTIES	**12,255.5**	**13,408.1**	**9.4**	**5,371.4**	**10.3**	**263,441,347**	**46.2**	**36,994**	**49,045**	**148,851,590**	**45.8**	**20,969**	**27,712**	**5.0637**	**5.3742**
TOTAL STATE	**13,492.9**	**14,759.5**	**9.4**	**5,910.8**	**10.3**	**284,583,487**	**45.9**	**36,393**	**48,146**	**159,610,569**	**45.7**	**20,446**	**27,003**	**5.4837**	**5.8118**

GEORGIA

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
ALBANY	**111.7**	**108.0**	**-3.3**	**38.5**	**-1.5**	**1,388,258**	**19.6**	**29,680**	**36,059**	**1,013,900**	**23.6**	**20,975**	**26,335**	**.0379**	**.0340**
Dougherty	95.0	90.3	-4.9	32.6	-3.3	1,125,226	15.5	28,920	34,516	995,046	23.2	23,965	30,523	.0339	.0299
Lee	16.7	17.7	6.0	5.9	9.3	263,032	41.5	34,425	44,582	18,854	50.7	2,316	3,196	.0040	.0041
ATHENS	**159.8**	**168.1**	**5.2**	**62.1**	**5.3**	**2,431,014**	**33.4**	**30,883**	**39,147**	**1,476,510**	**40.7**	**17,789**	**23,776**	**.0544**	**.0541**
Clarke	88.6	90.0	1.6	34.7	3.3	1,278,422	28.6	29,597	36,842	1,138,833	40.2	24,173	32,819	.0338	.0331
Jackson	31.1	34.0	9.3	12.1	9.0	513,068	48.9	31,044	42,402	236,312	46.4	14,540	19,530	.0097	.0102
Madison	21.7	23.7	9.2	8.4	6.3	277,402	26.9	27,668	33,024	45,117	36.9	4,171	5,371	.0051	.0050
Oconee	18.4	20.4	10.9	6.9	7.8	362,122	36.9	41,322	52,481	56,248	30.8	6,717	8,152	.0058	.0058
ATLANTA	**3,003.8**	**3,391.5**	**12.9**	**1,269.6**	**13.4**	**71,567,260**	**47.3**	**43,410**	**56,370**	**32,377,147**	**34.2**	**21,557**	**25,502**	**1.2851**	**1.3429**
Barrow	31.3	35.8	14.4	12.7	13.4	501,322	45.7	30,718	39,474	229,045	34.8	15,175	18,035	.0099	.0104
Butts	16.0	17.3	8.1	5.4	10.2	251,536	50.6	34,085	46,581	171,881	59.2	22,030	31,830	.0052	.0058
Cherokee	101.2	124.2	22.7	43.2	23.1	2,345,294	60.2	41,715	54,289	435,818	42.1	8,741	10,088	.0326	.0373
Clayton	187.7	203.4	8.4	73.5	8.9	4,023,449	54.4	38,614	54,741	2,505,484	35.5	27,391	34,088	.0801	.0846

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*S & M M Survey of Buying Power, 1991
**Scarborough Study, 1991
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S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
Cobb	483.4	565.0	16.9	217.4	17.6	12,092,714	41.2	46,305	55,624	6,036,875	35.5	24,090	27,769	.2263	.2332
Coweta	56.9	65.2	14.6	23.0	15.0	1,162,838	52.4	38,145	50,558	381,216	33.9	14,230	16,575	.0193	.0208
De Kalb	566.4	618.7	9.2	237.9	9.9	13,328,401	43.1	43,027	56,025	6,635,793	27.7	24,002	27,893	.2551	.2565
Douglas	75.3	87.1	15.7	30.2	17.1	1,624,674	54.8	40,687	53,797	896,105	59.2	21,821	29,672	.0293	.0331
Fayette	69.3	84.3	21.6	28.6	22.2	2,026,907	61.4	53,674	70,871	393,097	42.1	11,823	13,745	.0268	.0310
Forsyth	47.8	56.8	18.8	20.8	20.2	1,292,917	70.7	43,787	62,159	319,513	52.6	12,102	15,361	.0174	.0207
Fulton	670.3	711.0	6.1	284.2	6.8	16,492,780	41.0	43,972	58,032	7,282,100	24.2	22,046	25,623	.3062	.3021
Gwinnett	391.4	471.3	20.4	170.6	21.3	10,455,919	56.5	47,526	61,289	4,913,274	52.6	22,903	28,800	.1734	.1966
Henry	64.1	76.8	19.8	26.5	21.0	1,607,180	72.3	42,581	60,648	318,935	46.9	9,912	12,035	.0211	.0253
Newton	43.5	48.4	11.3	17.0	13.3	828,706	60.3	34,470	48,747	300,922	36.5	14,696	17,701	.0140	.0153
Paulding	45.0	53.3	18.4	18.5	19.4	850,799	54.9	35,413	45,957	255,266	37.6	11,972	13,798	.0141	.0153
Rockdale	58.3	68.7	17.8	23.2	17.8	1,250,807	45.4	43,673	53,914	630,716	32.5	24,171	27,186	.0239	.0250
Spalding	55.9	60.3	7.9	21.5	8.0	761,105	28.9	29,662	35,400	493,673	28.4	19,320	22,962	.0186	.0179
Walton	40.0	43.9	9.8	15.4	10.8	670,512	43.5	33,618	43,540	177,434	27.6	10,006	11,522	.0118	.0120
AUGUSTA	**404.1**	**421.2**	**4.2**	**152.9**	**5.2**	**6,432,498**	**31.7**	**33,604**	**42,070**	**4,046,912**	**38.2**	**20,145**	**26,468**	**.1456**	**.1434**
Columbia	70.8	82.8	16.9	27.4	17.1	1,612,179	53.6	44,843	58,839	501,213	48.1	14,460	18,292	.0253	.0280
McDuffie	20.5	21.4	4.4	7.8	5.4	275,527	33.2	27,949	35,324	167,585	19.9	18,885	21,485	.0067	.0063
Richmond	189.1	186.1	-1.6	68.5	-.1	2,716,537	24.8	31,735	39,657	2,274,965	35.2	24,531	33,211	.0718	.0680
Aiken, S. C.	*123.7*	*130.9*	*5.8*	*49.2*	*7.0*	*1,828,255*	*25.8*	*31,584*	*37,160*	*1,103,149*	*43.6*	*16,699*	*22,422*	*.0418*	*.0411*
COLUMBUS	**246.7**	**256.9**	**4.1**	**91.1**	**2.5**	**3,634,956**	**32.0**	**31,404**	**39,901**	**2,147,250**	**27.3**	**19,232**	**23,570**	**.0841**	**.0805**
Chattahoochee	17.0	18.4	8.2	3.1	6.9	178,812	27.6	48,333	57,681	5,993	44.5	1,430	1,933	.0033	.0030
Muscogee	182.3	189.2	3.8	69.1	3.1	2,738,280	29.4	31,573	39,628	1,938,852	27.5	22,704	28,059	.0677	.0643
Russell, Ala.	*47.4*	*49.3*	*4.0*	*18.9*	*6.2*	*717,864*	*44.0*	*28,007*	*37,982*	*202,405*	*25.5*	*9,061*	*10,709*	*.0131*	*.0132*
MACON–WARNER ROBINS	**286.8**	**299.5**	**4.4**	**110.8**	**5.2**	**4,931,128**	**36.6**	**34,273**	**44,505**	**2,852,621**	**33.3**	**20,325**	**25,746**	**.1062**	**.1051**
Bibb	151.9	154.5	1.7	58.6	2.6	2,410,146	27.4	33,138	41,129	1,794,665	30.0	24,181	30,626	.0600	.0568
Houston	92.0	99.7	8.4	36.4	9.0	1,893,954	54.6	36,668	52,032	839,266	40.1	17,938	23,057	.0336	.0360
Jones	21.1	21.6	2.4	8.0	6.7	341,504	27.3	35,764	42,688	32,745	20.6	3,620	4,093	.0057	.0054
Peach	21.8	23.7	8.7	7.8	6.8	285,524	27.5	30,670	36,606	185,945	39.5	18,253	23,839	.0069	.0069
SAVANNAH	**247.5**	**253.9**	**4.6**	**96.6**	**5.6**	**4,081,803**	**33.3**	**33,471**	**42,255**	**2,617,668**	**36.9**	**20,904**	**27,098**	**.0920**	**.0910**
Chatham	220.4	227.8	3.4	85.8	4.4	3,537,871	29.2	33,319	41,234	2,484,661	36.2	22,189	28,959	.0841	.0818
Effingham	27.1	31.1	14.8	10.8	16.1	543,932	68.0	34,813	50,364	133,007	49.8	9,544	12,315	.0079	.0092
TOTAL METRO COUNTIES	**4,405.2**	**4,844.8**	**10.0**	**1,798.4**	**10.6**	**93,481,120**	**43.5**	**40,049**	**51,980**	**45,941,419**	**34.1**	**21,064**	**25,546**	**1.7839**	**1.8296**
TOTAL STATE	**6,708.7**	**7,233.2**	**7.8**	**2,661.3**	**8.6**	**124,946,219**	**40.8**	**36,199**	**46,949**	**62,470,271**	**33.2**	**19,136**	**23,474**	**2.4916**	**2.5161**
HAWAII															
HONOLULU	**852.1**	**897.6**	**5.3**	**290.2**	**7.0**	**20,242,277**	**38.3**	**53,950**	**69,753**	**12,461,053**	**45.6**	**31,556**	**42,940**	**.4043**	**.4155**
Honolulu	852.1	897.6	5.3	290.2	7.0	20,242,277	38.3	53,950	69,753	12,461,053	45.6	31,556	42,940	.4043	.4155
TOTAL METRO COUNTIES	**852.1**	**897.6**	**5.3**	**290.2**	**7.0**	**20,242,277**	**38.3**	**53,950**	**69,753**	**12,461,053**	**45.6**	**31,556**	**42,940**	**.4043**	**.4155**
TOTAL STATE	**1,138.1**	**1,224.8**	**7.6**	**401.6**	**9.4**	**26,673,242**	**41.0**	**51,531**	**66,417**	**16,468,633**	**44.3**	**31,095**	**41,008**	**.5312**	**.5511**
IDAHO															
BOISE	**210.9**	**223.9**	**6.2**	**84.9**	**6.9**	**4,428,617**	**38.7**	**40,216**	**52,163**	**2,216,024**	**42.9**	**19,527**	**26,102**	**.0850**	**.0868**
Ada	210.9	223.9	6.2	84.9	6.9	4,428,617	38.7	40,216	52,163	2,216,024	42.9	19,527	26,102	.0850	.0868
TOTAL METRO COUNTIES	**210.9**	**223.9**	**6.2**	**84.9**	**6.9**	**4,428,617**	**38.7**	**40,216**	**52,163**	**2,216,024**	**42.9**	**19,527**	**26,102**	**.0850**	**.0868**
TOTAL STATE	**1,023.2**	**1,089.8**	**6.5**	**395.9**	**7.8**	**18,306,784**	**42.7**	**34,927**	**46,241**	**8,745,255**	**41.2**	**16,853**	**22,090**	**.3548**	**.3660**
ILLINOIS															
AURORA–ELGIN	**371.4**	**411.1**	**10.7**	**138.3**	**10.6**	**9,205,458**	**44.8**	**50,865**	**66,562**	**3,543,427**	**33.3**	**21,263**	**25,621**	**.1583**	**.1634**
Kane	331.0	367.3	11.0	123.7	11.0	8,064,373	43.9	50,303	65,193	3,348,434	32.8	22,641	27,069	.1429	.1467
Kendall	40.4	43.8	8.4	14.6	7.4	1,141,085	51.3	55,466	78,157	194,993	43.8	9,972	13,356	.0155	.0167
BLOOMINGTON–NORMAL	**131.7**	**137.6**	**4.5**	**50.6**	**6.1**	**3,080,028**	**46.9**	**43,960**	**60,870**	**1,625,769**	**52.3**	**22,376**	**32,130**	**.0561**	**.0600**
McLean	131.7	137.6	4.5	50.6	6.1	3,080,028	46.9	43,960	60,870	1,625,769	52.3	22,376	32,130	.0561	.0600
CHAMPAIGN–URBANA–RANTOUL	**173.6**	**175.8**	**1.3**	**65.7**	**2.0**	**3,196,695**	**28.8**	**38,551**	**48,656**	**1,923,095**	**38.9**	**21,499**	**29,271**	**.0698**	**.0676**
Champaign	173.6	175.8	1.3	65.7	2.0	3,196,695	28.8	38,551	48,656	1,923,095	38.9	21,499	29,271	.0698	.0676
CHICAGO	**6,109.5**	**6,244.3**	**2.2**	**2,281.6**	**2.3**	**141,508,147**	**32.6**	**47,855**	**62,021**	**63,645,404**	**33.5**	**21,277**	**27,895**	**2.6976**	**2.6172**
Cook	5,107.9	5,139.2	.6	1,887.0	.7	110,512,171	29.7	45,449	58,565	47,507,000	28.1	19,790	25,176	2.1558	2.0372
Du Page	810.6	890.9	9.9	320.8	10.7	25,995,824	44.2	62,197	81,034	14,627,475	54.8	32,609	45,597	.4614	.4971
McHenry	191.0	214.2	12.1	73.8	12.5	5,000,152	43.2	53,243	67,753	1,510,929	34.6	17,114	20,473	.0804	.0829
CHICAGO–GARY–LAKE COUNTY CONSOLIDATED AREA	***8,150.0***	***8,410.3***	***3.2***	***3,027.9***	***3.3***	***190,675,784***	***34.7***	***48,319***	***62,973***	***83,854,419***	***35.0***	***21,200***	***27,694***	***3.5646***	***3.5031***
DAVENPORT–ROCK ISLAND–MOLINE	**346.5**	**335.3**	**-3.2**	**132.3**	**-1.9**	**5,927,086**	**21.4**	**36,230**	**44,800**	**3,796,521**	**35.0**	**20,863**	**28,696**	**.1389**	**.1290**
Henry	50.2	47.8	-4.8	18.6	-3.1	745,419	14.0	34,062	40,076	391,920	30.1	15,693	21,071	.0176	.0157
Rock Island	146.1	139.1	-4.8	56.5	-3.3	2,706,691	27.0	36,490	47,906	1,566,661	37.0	19,583	27,729	.0588	.0558
Scott, Iowa	*150.2*	*148.4*	*-1.2*	*57.2*	*.0*	*2,474,976*	*17.9*	*36,691*	*43,269*	*1,837,940*	*34.4*	*23,905*	*32,132*	*.0625*	*.0575*
DECATUR	**115.4**	**110.4**	**-4.3**	**43.8**	**-3.3**	**1,941,200**	**15.6**	**37,075**	**44,320**	**1,242,944**	**30.8**	**20,977**	**28,378**	**.0472**	**.0423**
Macon	115.4	110.4	-4.3	43.8	-3.3	1,941,200	15.6	37,075	44,320	1,242,944	30.8	20,977	28,378	.0472	.0423

ILL. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	RETAIL SALES 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
JOLIET	**398.4**	**424.4**	**6.5**	**140.3**	**6.7**	**8,849,183**	**37.1**	**49,078**	**63,073**	**3,327,482**	**43.3**	**17,602**	**23,717**	**.1562**	**.1581**
Grundy	32.8	33.7	2.7	12.7	4.1	612,694	22.4	41,027	48,244	275,686	39.7	16,172	21,708	.0126	.0117
Will	365.6	390.7	6.9	127.6	7.0	8,236,489	38.4	49,902	64,549	3,051,796	44.1	17,748	23,917	.1436	.1464
KANKAKEE	**96.2**	**96.2**	**.0**	**34.5**	**.0**	**1,567,863**	**24.4**	**36,518**	**45,445**	**939,313**	**37.9**	**19,741**	**27,226**	**.0357**	**.0338**
Kankakee	96.2	96.2	.0	34.5	.0	1,567,863	24.4	36,518	45,445	939,313	37.9	19,741	27,226	.0357	.0338
LAKE COUNTY	**537.1**	**592.4**	**10.3**	**200.3**	**10.7**	**19,250,674**	**53.4**	**69,339**	**96,109**	**7,049,684**	**46.1**	**26,659**	**35,196**	**.2901**	**.3174**
Lake	537.1	592.4	10.3	200.3	10.7	19,250,674	53.4	69,339	96,109	7,049,684	46.1	26,659	35,196	.2901	.3174
PEORIA	**338.3**	**337.2**	**-.3**	**130.5**	**1.0**	**6,260,248**	**25.4**	**38,628**	**47,971**	**3,639,438**	**38.7**	**20,304**	**27,888**	**.1368**	**.1302**
Peoria	181.8	179.1	-1.5	70.2	-.3	3,421,751	25.7	38,658	48,743	2,103,543	38.4	21,589	29,965	.0758	.0721
Tazewell	123.6	124.2	.5	48.3	2.1	2,141,251	20.6	37,525	44,332	1,285,725	37.4	19,787	26,620	.0489	.0457
Woodford	32.9	33.9	3.0	12.0	4.3	697,246	41.0	42,990	58,104	250,170	49.3	14,568	20,848	.0121	.0124
ROCKFORD	**285.6**	**292.0**	**2.2**	**112.0**	**3.2**	**5,765,894**	**29.8**	**40,930**	**51,481**	**3,193,591**	**41.4**	**20,811**	**28,514**	**.1194**	**.1168**
Boone	31.5	33.9	7.6	12.2	8.9	751,942	49.9	44,798	61,635	263,532	43.3	16,418	21,601	.0123	.0131
Winnebago	254.1	258.1	1.6	99.8	2.6	5,013,952	27.3	40,484	50,240	2,930,059	41.3	21,317	29,359	.1071	.1037
SPRINGFIELD	**191.4**	**193.4**	**3.7**	**80.8**	**4.7**	**4,345,057**	**39.1**	**40,452**	**53,775**	**1,879,298**	**24.2**	**19,607**	**23,259**	**.0819**	**.0797**
Menard	11.1	11.1	.0	4.2	.0	210,253	31.5	38,075	50,060	54,095	34.2	9,599	12,880	.0037	.0034
Sangamon	180.3	187.3	3.9	76.6	4.9	4,134,804	39.5	40,589	53,979	1,825,203	23.9	20,183	23,828	.0782	.0763
TOTAL METRO COUNTIES	**9,536.2**	**9,804.5**	**2.8**	**3,575.5**	**3.0**	**218,706,377**	**34.2**	**46,961**	**61,168**	**98,785,944**	**35.0**	**21,091**	**27,629**	**4.1425**	**4.0616**
TOTAL STATE	**11,511.8**	**11,766.7**	**2.2**	**4,329.3**	**2.5**	**250,944,893**	**33.5**	**44,498**	**57,964**	**114,459,106**	**35.1**	**20,058**	**26,438**	**4.8229**	**4.7129**

INDIANA

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
ANDERSON	**130.6**	**130.1**	**-.4**	**49.8**	**.4**	**1,926,324**	**19.5**	**32,495**	**38,681**	**1,192,069**	**35.6**	**17,730**	**23,937**	**.0464**	**.0430**
Madison	130.6	130.1	-.4	49.8	.4	1,926,324	19.5	32,495	38,681	1,192,069	35.6	17,730	23,937	.0464	.0430
BLOOMINGTON	**110.7**	**116.5**	**5.2**	**42.8**	**6.7**	**1,729,133**	**30.0**	**33,168**	**40,400**	**1,090,503**	**43.5**	**18,948**	**25,479**	**.0390**	**.0388**
Monroe	110.7	116.5	5.2	42.8	6.7	1,729,133	30.0	33,168	40,400	1,090,503	43.5	18,948	25,479	.0390	.0388
ELKHART-GOSHEN	**159.4**	**167.8**	**5.3**	**61.1**	**5.7**	**3,089,667**	**38.4**	**38,623**	**50,567**	**1,696,389**	**36.0**	**21,582**	**27,764**	**.0630**	**.0633**
Elkhart	159.4	167.8	5.3	61.1	5.7	3,089,667	38.4	38,623	50,567	1,696,389	36.0	21,582	27,764	.0630	.0633
EVANSVILLE	**280.2**	**283.6**	**1.2**	**111.9**	**2.4**	**5,180,818**	**25.9**	**34,879**	**46,299**	**3,037,022**	**43.9**	**19,307**	**27,141**	**.1080**	**.1085**
Posey	25.9	25.8	-.4	9.5	.0	498,546	41.0	37,208	52,479	104,231	26.2	8,694	10,972	.0081	.0081
Vanderburgh	165.1	164.8	-.2	67.9	1.5	3,138,552	36.8	34,287	46,223	2,251,475	45.6	23,109	33,159	.0693	.0702
Warrick	45.9	48.8	6.3	17.3	6.8	778,347	27.1	37,798	44,991	213,297	33.7	9,846	12,329	.0144	.0138
Henderson, Ky.	*43.3*	*44.2*	*2.1*	*17.2*	*3.0*	*765,373*	*38.5*	*33,094*	*44,498*	*468,019*	*45.3*	*19,294*	*27,210*	*.0162*	*.0164*
FORT WAYNE	**369.8**	**388.9**	**5.2**	**147.2**	**6.3**	**7,354,435**	**37.8**	**38,540**	**49,962**	**4,141,124**	**40.8**	**21,232**	**28,133**	**.1492**	**.1509**
Allen	305.2	318.5	4.4	121.3	5.4	6,301,960	38.8	39,435	51,954	3,640,237	40.1	22,567	30,010	.1277	.1293
De Kalb	36.3	39.7	9.4	14.6	11.5	597,967	32.6	34,411	40,957	315,530	49.7	16,090	21,612	.0124	.0126
Whitley	28.3	30.7	8.5	11.3	9.7	454,508	30.6	33,793	40,222	185,357	40.0	12,856	16,403	.0091	.0090
GARY-HAMMOND	**603.0**	**600.6**	**-.4**	**216.8**	**.6**	**9,778,892**	**24.3**	**36,495**	**45,106**	**5,225,034**	**33.7**	**18,126**	**24,101**	**.2174**	**.2037**
Lake	472.1	464.2	-1.7	168.7	-.6	7,446,945	24.1	35,351	44,143	4,207,833	32.1	18,765	24,943	.1701	.1584
Porter	130.9	136.4	4.2	48.1	4.8	2,331,947	24.7	40,727	48,481	1,017,201	40.6	15,766	21,148	.0473	.0453
INDIANAPOLIS	**1,272.8**	**1,335.3**	**4.9**	**517.0**	**5.8**	**28,945,183**	**45.3**	**40,759**	**55,987**	**16,375,703**	**48.0**	**22,640**	**31,674**	**.5497**	**.5802**
Boone	39.1	42.5	8.7	15.8	10.5	1,103,114	59.0	48,527	69,817	324,224	48.4	15,275	20,521	.0159	.0178
Hamilton	115.3	132.6	15.0	47.8	16.0	3,409,071	49.1	55,568	71,319	1,071,444	48.0	17,571	22,415	.0517	.0562
Hancock	46.6	50.5	8.4	18.0	9.8	1,032,467	44.8	43,477	57,359	294,494	41.1	12,724	16,361	.0168	.0173
Hendricks	77.6	82.2	5.9	28.2	5.6	1,594,249	49.9	47,333	67,172	521,948	41.0	13,867	18,509	.0291	.0308
Johnson	90.6	98.1	8.3	35.5	9.9	2,307,814	57.7	45,312	65,009	1,055,767	47.5	22,167	29,740	.0387	.0426
Marion	806.9	831.9	3.1	336.9	4.2	17,290,915	42.2	37,618	51,324	12,440,554	49.3	25,771	36,927	.3638	.3814
Morgan	56.3	56.7	.7	19.7	.0	1,102,185	41.5	39,538	55,948	398,833	33.9	15,119	20,245	.0199	.0199
Shelby	40.4	40.8	1.0	15.1	2.0	805,368	44.6	37,635	53,336	268,439	36.1	13,327	17,777	.0138	.0142
KOKOMO	**96.1**	**94.9**	**-1.2**	**37.2**	**-.3**	**1,618,161**	**20.3**	**36,075**	**43,499**	**1,108,786**	**34.9**	**22,041**	**29,806**	**.0391**	**.0363**
Howard	79.9	78.2	-2.1	31.2	-.3	1,332,482	18.7	35,878	42,708	955,765	34.6	22,690	30,633	.0330	.0305
Tipton	16.2	16.7	3.1	6.0	.0	285,679	28.3	37,099	47,613	153,021	36.7	18,657	25,504	.0061	.0058
LAFAYETTE-WEST LAFAYETTE	**132.3**	**137.5**	**3.9**	**48.9**	**5.6**	**2,643,409**	**49.4**	**38,217**	**54,057**	**1,560,879**	**50.1**	**22,460**	**31,920**	**.0513**	**.0550**
Tippecanoe	132.3	137.5	3.9	48.9	5.6	2,643,409	49.4	38,217	54,057	1,560,879	50.1	22,460	31,920	.0513	.0550
MUNCIE	**119.0**	**118.8**	**-.2**	**45.4**	**.7**	**2,069,576**	**36.9**	**33,508**	**45,585**	**920,406**	**22.2**	**16,700**	**20,273**	**.0421**	**.0402**
Delaware	119.0	118.8	-.2	45.4	.7	2,069,576	36.9	33,508	45,585	920,406	22.2	16,700	20,273	.0421	.0402
SOUTH BEND-MISHAWAKA	**249.5**	**256.1**	**2.6**	**97.1**	**4.1**	**4,728,249**	**38.8**	**36,503**	**48,695**	**2,821,535**	**41.9**	**21,310**	**29,058**	**.0982**	**.0994**
St. Joseph	249.5	256.1	2.6	97.1	4.1	4,728,249	38.8	36,503	48,695	2,821,535	41.9	21,310	29,058	.0982	.0994
TERRE HAUTE	**130.0**	**127.4**	**-2.0**	**47.8**	**-2.0**	**2,127,227**	**33.6**	**32,625**	**44,503**	**2,246,045**	**41.4**	**32,541**	**46,988**	**.0579**	**.0574**
Clay	24.8	25.2	1.6	9.4	.0	349,622	29.3	28,769	37,194	174,345	40.5	13,199	18,547	.0077	.0073
Vigo	105.2	102.2	-2.9	38.4	-2.5	1,777,605	34.5	33,545	46,292	2,071,700	41.5	37,156	53,951	.0502	.0501
TOTAL METRO COUNTIES	**3,834.2**	**3,947.3**	**2.9**	**1,493.1**	**3.9**	**74,513,802**	**37.8**	**37,633**	**49,905**	**43,133,180**	**42.3**	**21,093**	**28,888**	**1.5263**	**1.5443**
TOTAL STATE	**5,594.4**	**5,753.2**	**2.8**	**2,161.4**	**3.7**	**103,128,340**	**37.0**	**36,113**	**47,714**	**56,567,294**	**41.8**	**19,132**	**26,172**	**2.1074**	**2.1210**

IOWA

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
CEDAR RAPIDS	**170.5**	**175.7**	**3.0**	**68.8**	**3.9**	**3,724,923**	**36.5**	**41,225**	**54,141**	**2,203,940**	**47.2**	**22,620**	**32,034**	**.0745**	**.0761**
Linn	170.5	175.7	3.0	68.8	3.9	3,724,923	36.5	41,225	54,141	2,203,940	47.2	22,620	32,034	.0745	.0761
DAVENPORT-ROCK ISLAND-MOLINE	**346.5**	**335.3**	**-3.2**	**132.3**	**-1.9**	**5,927,086**	**21.4**	**36,230**	**44,800**	**3,796,521**	**35.0**	**20,863**	**28,696**	**.1389**	**.1290**
Scott	150.2	148.4	-1.2	57.2	.0	2,474,976	17.9	36,691	43,269	1,837,940	34.4	23,905	32,132	.0625	.0575
Henry, Ill.	*50.2*	*47.8*	*-4.8*	*18.6*	*-3.1*	*745,419*	*14.0*	*34,062*	*40,076*	*391,920*	*30.1*	*15,693*	*21,071*	*.0176*	*.0157*
Rock Island, Ill.	*146.1*	*139.1*	*-4.8*	*56.5*	*-3.3*	*2,706,691*	*27.0*	*36,490*	*47,906*	*1,566,661*	*37.0*	*19,583*	*27,729*	*.0588*	*.0558*

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	1996	RETAIL SALES 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	1996	BUYING POWER INDEX 1991	1996
DES MOINES	**401.3**	**425.4**	**6.0**	**167.3**	**7.0**	**9,241,110**	**42.9**	**41,348**	**55,237**	**5,512,430**	**52.6**	**23,093**	**32,949**	**.1778**	**.1867**
Dallas	30.3	32.2	6.3	12.5	8.7	519,496	28.2	35,244	41,560	206,438	44.1	12,461	16,515	.0101	.0100
Polk	334.2	353.6	5.8	140.9	6.7	8,057,033	44.8	42,147	57,183	5,031,316	53.7	24,806	35,708	.1549	.1659
Warren	36.8	39.6	7.6	13.9	7.8	664,581	33.4	38,614	47,812	274,676	41.5	15,046	19,761	.0128	.0128
DUBUQUE	**86.0**	**84.7**	**−1.5**	**30.6**	**−.3**	**1,431,722**	**26.1**	**36,971**	**46,788**	**1,006,002**	**38.6**	**23,643**	**32,876**	**.0339**	**.0324**
Dubuque	86.0	84.7	−1.5	30.6	−.3	1,431,722	26.1	36,971	46,788	1,006,002	38.6	23,643	32,876	.0339	.0324
IOWA CITY	**98.1**	**103.8**	**5.8**	**39.2**	**6.5**	**2,275,338**	**49.1**	**41,461**	**58,044**	**1,095,360**	**50.9**	**19,719**	**27,943**	**.0401**	**.0432**
Johnson	98.1	103.8	5.8	39.2	6.5	2,275,338	49.1	41,461	58,044	1,095,360	50.9	19,719	27,943	.0401	.0432
SIOUX CITY	**115.7**	**118.7**	**2.6**	**44.7**	**3.5**	**2,155,326**	**40.1**	**35,600**	**48,218**	**1,329,348**	**46.0**	**21,070**	**29,739**	**.0446**	**.0459**
Woodbury	98.9	101.5	2.6	38.7	4.0	1,860,127	40.3	35,647	48,065	1,244,231	47.6	22,660	32,151	.0394	.0407
Dakota, Neb.	*16.8*	*17.2*	*2.4*	*6.0*	*.0*	*295,199*	*39.4*	*35,303*	*49,200*	*85,117*	*26.6*	*11,208*	*14,186*	*.0052*	*.0052*
WATERLOO–CEDAR FALLS	**145.2**	**140.6**	**−3.2**	**53.6**	**−1.8**	**2,354,858**	**24.1**	**34,766**	**43,934**	**1,487,059**	**35.9**	**20,039**	**27,744**	**.0550**	**.0514**
Black Hawk	122.6	118.4	−3.4	45.3	−2.2	1,950,355	21.6	34,653	43,054	1,318,917	34.8	21,127	29,115	.0473	.0438
Bremer	22.6	22.2	−1.8	8.3	.0	404,503	37.7	35,395	48,735	168,142	45.0	13,968	20,258	.0077	.0076
TOTAL METRO COUNTIES	**1,232.8**	**1,262.3**	**2.4**	**486.7**	**3.5**	**24,772,244**	**35.8**	**38,792**	**50,898**	**15,257,096**	**45.2**	**22,315**	**31,307**	**.5144**	**.5202**
TOTAL STATE	**2,778.1**	**2,809.4**	**1.1**	**1,092.3**	**2.4**	**50,744,400**	**34.7**	**35,320**	**46,456**	**27,861,841**	**42.8**	**18,288**	**25,507**	**1.0456**	**1.0425**

KANSAS

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	1996	BPI 1991	1996
KANSAS CITY	**1,607.2**	**1,710.1**	**6.4**	**663.4**	**7.3**	**37,067,544**	**43.0**	**41,915**	**55,875**	**17,558,826**	**39.1**	**20,413**	**26,468**	**.6826**	**.7022**
Johnson	379.8	440.7	16.0	171.7	17.4	12,838,787	56.4	56,096	74,775	5,460,819	47.3	25,343	31,804	.2011	.2243
Leavenworth	66.7	73.2	9.7	22.6	9.7	1,453,398	49.9	47,070	64,310	390,680	35.8	13,962	17,287	.0231	.0245
Miami	24.2	26.2	8.3	9.7	11.5	478,953	45.1	37,938	49,377	165,762	44.9	13,147	17,089	.0082	.0087
Wyandotte	160.8	157.6	−2.0	60.0	−1.6	2,092,629	16.2	29,527	34,877	1,229,864	32.3	15,238	20,498	.0521	.0472
Cass, Mo.	*66.6*	*74.6*	*12.0*	*26.9*	*12.6*	*1,355,102*	*46.4*	*38,739*	*50,376*	*433,585*	*33.7*	*13,567*	*16,118*	*.0230*	*.0241*
Clay, Mo.	*157.1*	*166.6*	*6.0*	*64.8*	*7.3*	*3,182,411*	*28.9*	*40,881*	*49,111*	*2,040,244*	*43.6*	*23,524*	*31,485*	*.0689*	*.0682*
Jackson, Mo.	*637.4*	*646.4*	*1.4*	*260.4*	*2.4*	*13,287,673*	*39.8*	*37,381*	*51,028*	*7,086,247*	*33.6*	*20,850*	*27,213*	*.2651*	*.2636*
Lafayette, Mo.	*31.5*	*32.5*	*3.2*	*12.4*	*4.2*	*529,872*	*35.0*	*32,972*	*42,732*	*167,170*	*38.0*	*10,177*	*13,481*	*.0098*	*.0096*
Platte, Mo.	*60.7*	*68.5*	*12.9*	*26.2*	*12.9*	*1,451,723*	*38.8*	*45,097*	*55,409*	*477,628*	*41.3*	*14,573*	*18,230*	*.0244*	*.0251*
Ray, Mo.	*22.4*	*23.8*	*6.3*	*8.7*	*6.1*	*396,994*	*43.2*	*33,804*	*45,631*	*106,827*	*33.6*	*9,748*	*12,279*	*.0069*	*.0069*
LAWRENCE	**84.5**	**90.4**	**7.0**	**33.8**	**8.7**	**1,507,797**	**38.8**	**34,936**	**44,609**	**791,302**	**51.8**	**16,763**	**23,411**	**.0298**	**.0310**
Douglas	84.5	90.4	7.0	33.8	8.7	1,507,797	38.8	34,936	44,609	791,302	51.8	16,763	23,411	.0298	.0310
TOPEKA	**163.3**	**169.8**	**4.0**	**67.8**	**4.6**	**3,457,614**	**38.4**	**38,551**	**50,997**	**1,917,557**	**43.3**	**20,645**	**28,283**	**.0685**	**.0697**
Shawnee	163.3	169.8	4.0	67.8	4.6	3,457,614	38.4	38,551	50,997	1,917,557	43.3	20,645	28,283	.0685	.0697
WICHITA	**464.4**	**491.4**	**5.8**	**190.8**	**6.6**	**9,753,811**	**37.3**	**39,688**	**51,121**	**5,297,171**	**48.4**	**19,946**	**27,763**	**.1907**	**.1960**
Butler	52.1	55.8	7.1	20.5	7.9	882,521	27.1	36,551	43,050	310,967	36.5	11,994	15,169	.0171	.0165
Sedgwick	412.3	435.6	5.7	170.3	6.4	8,871,290	38.4	40,060	52,092	4,986,204	49.2	20,890	29,279	.1736	.1795
TOTAL METRO COUNTIES	**1,343.7**	**1,449.3**	**7.9**	**556.4**	**8.8**	**31,582,991**	**43.6**	**43,004**	**56,763**	**15,253,155**	**45.7**	**20,467**	**27,414**	**.5735**	**.6014**
TOTAL STATE	**2,506.5**	**2,578.5**	**2.9**	**994.1**	**3.9**	**48,940,206**	**36.2**	**37,544**	**49,231**	**24,249,286**	**41.3**	**17,931**	**24,393**	**.9621**	**.9637**

KENTUCKY

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	1996	BPI 1991	1996
CLARKSVILLE–HOPKINSVILLE	**172.4**	**180.4**	**4.6**	**60.3**	**5.8**	**2,685,471**	**38.9**	**33,913**	**44,535**	**1,424,002**	**35.0**	**18,500**	**23,615**	**.0570**	**.0568**
Christian	68.1	64.8	−4.8	20.0	−6.1	938,626	29.7	33,983	46,931	411,178	17.4	16,437	20,559	.0208	.0189
Montgomery, Tenn.	*104.3*	*115.6*	*10.8*	*40.3*	*12.9*	*1,746,845*	*44.5*	*33,870*	*43,346*	*1,012,824*	*43.8*	*19,735*	*25,132*	*.0362*	*.0379*
HUNTINGTON–ASHLAND	**311.0**	**311.3**	**.1**	**120.9**	**1.3**	**4,786,075**	**35.8**	**29,546**	**39,587**	**2,489,487**	**31.3**	**15,897**	**20,593**	**.1037**	**.1001**
Boyd	50.7	50.0	−1.4	19.6	−.5	722,485	18.7	30,899	36,861	552,150	21.7	23,040	28,171	.0196	.0174
Carter	24.3	24.3	.0	8.7	.0	332,147	44.6	26,404	38,178	144,849	38.7	12,002	16,649	.0067	.0068
Greenup	36.9	37.8	2.4	14.0	3.7	508,989	23.7	30,476	36,356	133,125	26.1	7,833	9,523	.0101	.0093
Lawrence, Ohio	*62.0*	*62.8*	*1.3*	*23.6*	*2.6*	*921,743*	*43.8*	*27,879*	*39,057*	*365,766*	*47.9*	*10,756*	*15,499*	*.0173*	*.0182*
Cabell, W. Va.	*95.8*	*94.7*	*−1.1*	*38.9*	*.3*	*1,694,851*	*39.7*	*31,273*	*43,569*	*1,128,228*	*28.9*	*22,563*	*29,003*	*.0382*	*.0373*
Wayne, W. Va.	*41.3*	*41.7*	*1.0*	*16.1*	*3.2*	*605,860*	*44.1*	*26,948*	*37,631*	*165,369*	*50.8*	*7,031*	*10,271*	*.0106*	*.0111*
LEXINGTON-FAYETTE	**355.6**	**375.3**	**5.5**	**146.2**	**6.8**	**8,031,156**	**50.8**	**38,905**	**54,933**	**4,148,843**	**36.3**	**22,241**	**28,378**	**.1497**	**.1566**
Bourbon	19.4	20.4	5.2	7.8	6.8	348,836	51.7	31,504	44,723	121,453	28.9	12,909	15,571	.0061	.0064
Clark	29.9	31.3	4.7	11.6	4.5	506,344	38.5	32,935	43,650	311,353	47.0	19,004	26,841	.0108	.0110
Fayette	229.3	239.0	4.2	96.5	5.7	5,505,357	49.8	40,245	57,050	3,193,412	34.2	26,059	33,092	.1066	.1102
Jessamine	31.8	36.0	13.2	12.5	13.6	645,966	60.9	36,492	51,677	238,357	52.6	14,202	19,069	.0104	.0119
Scott	24.8	27.4	10.5	9.9	12.5	565,228	62.7	39,488	57,094	155,032	44.2	12,214	15,660	.0085	.0094
Woodford	20.4	21.2	3.9	7.9	6.8	459,425	49.6	41,514	58,155	129,236	34.8	12,957	16,362	.0073	.0077
LOUISVILLE	**956.6**	**966.1**	**1.0**	**377.2**	**2.1**	**18,789,613**	**37.9**	**36,870**	**49,813**	**10,299,054**	**40.9**	**19,704**	**27,304**	**.4783**	**.4802**
Bullitt	48.6	51.5	6.0	17.3	6.1	834,271	46.1	35,020	48,224	174,802	49.2	7,189	10,104	.0133	.0140
Jefferson	662.2	654.6	−1.1	264.7	.3	13,255,757	35.5	37,066	50,078	7,888,957	40.7	21,243	29,803	.3758	.3738
Oldham	36.2	42.0	16.0	13.2	17.9	815,378	50.0	48,531	61,771	197,890	34.5	13,132	14,992	.0126	.0135
Shelby	25.5	27.9	9.4	10.3	10.8	595,080	60.1	39,956	57,775	176,213	35.6	13,973	17,108	.0091	.0100
Clark, Ind.	*88.0*	*88.8*	*.9*	*33.9*	*1.5*	*1,399,622*	*29.0*	*32,493*	*41,287*	*1,223,367*	*41.4*	*25,902*	*36,088*	*.0357*	*.0351*
Floyd, Ind.	*65.4*	*68.2*	*4.3*	*25.9*	*5.7*	*1,361,359*	*49.4*	*37,194*	*52,562*	*430,442*	*39.7*	*12,580*	*16,619*	*.0224*	*.0236*
Harrison, Ind.	*30.7*	*33.1*	*7.8*	*11.9*	*9.2*	*528,146*	*47.0*	*32,939*	*44,382*	*207,383*	*51.8*	*12,537*	*17,427*	*.0094*	*.0103*
OWENSBORO	**87.4**	**88.1**	**.8**	**34.2**	**3.0**	**1,626,347**	**46.9**	**33,340**	**47,554**	**937,937**	**38.7**	**20,374**	**27,426**	**.0339**	**.0340**
Daviess	87.4	88.1	.8	34.2	3.0	1,626,347	46.9	33,340	47,554	937,937	38.7	20,374	27,426	.0339	.0340
TOTAL METRO COUNTIES	**1,724.9**	**1,761.7**	**2.0**	**677.4**	**3.3**	**34,550,104**	**41.7**	**37,146**	**51,004**	**18,504,266**	**38.5**	**20,013**	**26,874**	**.6797**	**.6869**
TOTAL STATE	**3,704.2**	**3,763.9**	**1.6**	**1,424.9**	**2.6**	**62,974,500**	**41.2**	**32,116**	**44,196**	**33,555,400**	**39.3**	**17,355**	**23,549**	**1.2868**	**1.2891**

1996 PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
LOUISIANA															
ALEXANDRIA	132.0	136.4	3.3	47.5	3.3	2,137,286	42.4	32,639	44,995	1,498,687	45.6	22,380	31,551	.0475	.0492
Rapides	132.0	136.4	3.3	47.5	3.3	2,137,286	42.4	32,639	44,995	1,498,687	45.6	22,380	31,551	.0475	.0492
BATON ROUGE	533.0	556.3	4.4	200.2	5.2	10,723,354	44.9	38,884	53,563	5,914,155	42.5	21,804	29,541	.2099	.2179
Ascension	59.4	63.7	7.2	21.2	7.6	1,017,885	46.8	35,192	48,013	594,658	53.3	19,694	28,050	.0204	.0219
East Baton Rouge	382.4	397.5	3.9	146.7	4.9	8,280,587	45.6	40,694	56,446	4,787,508	40.6	24,361	32,635	.1626	.1686
Livingston	71.6	74.6	4.2	25.1	4.1	1,142,773	42.4	33,293	45,529	403,271	50.5	11,116	16,067	.0209	.0216
West Baton Rouge	19.6	20.5	4.6	7.2	7.5	282,109	31.2	32,099	39,182	128,718	46.8	13,084	17,878	.0060	.0058
HOUMA-THIBODAUX	182.8	184.8	1.1	61.6	1.7	2,794,202	41.8	32,702	45,360	1,761,215	47.8	19,669	28,591	.0606	.0625
Lafourche	86.0	87.4	1.6	29.6	2.4	1,327,882	42.5	32,251	44,861	685,330	49.3	15,881	23,153	.0269	.0278
Terrebonne	96.8	97.4	.6	32.0	.9	1,466,320	39.7	33,114	45,823	1,075,885	46.8	23,122	33,621	.0337	.0347
LAFAYETTE	209.9	216.8	3.3	79.3	4.9	3,613,285	40.6	33,999	45,565	2,498,355	49.8	22,060	31,505	.0785	.0817
Lafayette	165.7	171.3	3.4	64.1	5.3	3,153,093	43.7	36,038	49,190	2,322,362	52.0	25,091	36,230	.0676	.0717
St. Martin	44.2	45.5	2.9	15.2	3.4	460,192	22.5	25,556	30,276	175,993	26.0	9,504	11,578	.0109	.0100
LAKE CHARLES	170.1	176.8	3.9	63.8	4.9	3,087,638	44.2	35,221	48,396	1,692,436	42.3	19,564	26,527	.0618	.0638
Calcasieu	170.1	176.8	3.9	63.8	4.9	3,087,638	44.2	35,221	48,396	1,692,436	42.3	19,564	26,527	.0618	.0638
MONROE	142.8	144.5	1.2	51.1	1.4	2,271,351	37.3	32,812	44,449	1,841,189	44.2	25,329	36,031	.0544	.0552
Ouachita	142.8	144.5	1.2	51.1	1.4	2,271,351	37.3	32,812	44,449	1,841,189	44.2	25,329	36,031	.0544	.0552
NEW ORLEANS	1,244.0	1,278.7	2.8	473.6	3.6	24,029,489	42.5	36,900	50,738	13,909,614	41.7	21,475	29,370	.4856	.4984
Jefferson	450.9	465.1	3.1	174.4	4.1	9,434,042	43.8	39,146	54,094	6,350,991	41.0	26,879	36,416	.1977	.2038
Orleans	493.3	495.1	.4	188.4	1.0	8,689,448	38.9	33,519	46,122	4,530,883	35.2	17,963	24,049	.1779	.1766
St. Bernard	67.0	68.8	2.7	24.3	4.3	1,123,703	42.1	33,928	46,243	614,141	50.5	17,516	25,273	.0226	.0236
St. Charles	43.1	45.0	4.4	15.5	6.2	816,215	44.2	38,763	52,659	182,168	40.6	8,875	11,753	.0131	.0135
St. John the Baptist	40.7	42.6	4.7	14.0	7.7	590,958	30.7	34,780	42,211	305,410	46.7	16,010	21,815	.0126	.0126
St. Tammany	149.0	162.1	8.8	57.0	9.6	3,375,123	50.5	43,135	59,213	1,926,021	58.7	23,334	33,790	.0617	.0683
SHREVEPORT	336.4	349.4	3.9	131.3	5.2	6,201,299	43.9	34,569	47,230	3,590,379	40.2	20,534	27,345	.1265	.1301
Bossier	87.4	90.9	4.0	32.5	5.2	1,586,547	43.9	35,680	48,817	862,640	45.7	19,158	26,543	.0315	.0327
Caddo	249.0	258.5	3.8	98.8	5.3	4,614,752	43.8	34,203	46,708	2,727,739	38.6	20,987	27,609	.0950	.0974
TOTAL METRO COUNTIES	2,951.0	3,043.7	3.1	1,108.4	4.0	54,857,904	42.8	36,064	49,493	32,706,030	42.9	21,475	29,507	1.1248	1.1580
TOTAL STATE	4,238.4	4,362.4	2.9	1,560.3	3.7	71,726,713	41.6	33,660	45,970	41,362,412	42.6	19,271	26,509	1.4910	1.5268
MAINE															
BANGOR	148.6	152.2	2.4	56.9	3.8	2,571,935	36.1	34,493	45,201	1,529,103	20.3	23,204	26,874	.0580	.0550
Penobscot	148.6	152.2	2.4	56.9	3.8	2,571,935	36.1	34,493	45,201	1,529,103	20.3	23,204	26,874	.0580	.0550
LEWISTON-AUBURN	107.0	111.0	3.7	42.9	5.1	1,954,415	40.1	34,193	45,557	985,043	22.8	19,662	22,961	.0404	.0393
Androscoggin	107.0	111.0	3.7	42.9	5.1	1,954,415	40.1	34,193	45,557	985,043	22.8	19,662	22,961	.0404	.0393
PORTLAND	247.4	257.1	3.9	101.1	5.0	5,479,179	37.4	41,398	54,196	3,734,636	22.1	31,765	36,940	.1233	.1180
Cumberland	247.4	257.1	3.9	101.1	5.0	5,479,179	37.4	41,398	54,196	3,734,636	22.1	31,765	36,940	.1233	.1180
TOTAL METRO COUNTIES	503.0	520.3	3.4	200.9	4.7	10,005,529	37.6	37,894	49,804	6,248,782	21.7	26,747	31,104	.2217	.2123
TOTAL STATE	1,247.9	1,289.5	3.3	494.3	4.4	23,350,023	39.1	35,435	47,239	12,591,230	24.8	21,209	25,473	.4896	.4767
MARYLAND															
BALTIMORE	2,430.9	2,548.1	4.8	949.3	5.7	51,269,990	33.7	42,686	54,008	21,904,004	25.3	19,461	23,074	.9941	.9858
Anne Arundel	439.4	466.3	6.1	164.0	7.0	10,978,238	40.9	50,841	66,940	5,043,173	28.7	25,568	30,751	.2036	.2030
Baltimore	706.5	741.4	4.9	291.9	6.3	16,170,696	30.6	45,062	55,398	8,575,472	23.0	25,370	29,378	.3366	.3169
Baltimore city	730.0	709.6	-2.8	268.5	-2.0	10,208,120	21.1	30,776	38,019	3,549,403	12.0	11,567	13,219	.2228	.1957
Carroll	128.8	143.4	11.3	49.9	12.9	3,076,913	50.1	46,385	61,662	936,557	32.8	15,951	18,769	.0493	.0521
Harford	191.0	216.2	13.2	75.3	13.6	4,389,983	44.6	45,797	58,300	1,761,154	42.2	18,683	23,388	.0762	.0803
Howard	199.6	231.2	15.8	85.1	16.7	5,729,072	39.1	56,498	67,322	1,808,253	37.3	18,067	21,249	.0927	.0950
Queen Anne's	35.6	40.0	12.4	14.6	11.5	716,968	31.8	41,540	49,107	229,992	37.1	12,802	15,753	.0129	.0128
CUMBERLAND	101.5	101.5	.0	40.3	1.8	1,385,703	27.4	27,459	34,385	813,459	26.4	16,248	20,185	.0331	.0309
Allegany	74.3	72.1	-3.0	29.0	-1.4	911,999	16.6	26,600	31,448	700,415	25.0	19,054	24,152	.0256	.0226
Mineral, W. Va.	*27.2*	*29.4*	*8.1*	*11.3*	*10.8*	*473,704*	*55.1*	*29,934*	*41,921*	*113,044*	*35.8*	*8,163*	*10,004*	*.0075*	*.0083*
HAGERSTOWN	122.7	124.9	1.8	45.8	1.3	1,820,218	19.8	33,601	39,743	981,779	13.1	19,207	21,436	.0444	.0390
Washington	122.7	124.9	1.8	45.8	1.3	1,820,218	19.8	33,601	39,743	981,779	13.1	19,207	21,436	.0444	.0390
TOTAL METRO COUNTIES	4,565.2	4,887.3	7.1	1,794.1	7.6	105,006,236	35.4	46,500	58,529	42,555,039	26.2	20,226	23,719	1.9551	1.9046
TOTAL STATE	4,915.9	5,256.4	6.9	1,930.8	7.4	111,191,184	35.4	45,712	57,588	45,979,032	26.4	20,248	23,813	2.0884	2.0340
MASSACHUSETTS															
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON	3,785.8	3,741.1	-1.2	1,395.5	-1.0	91,242,875	29.8	49,858	65,384	44,661,482	34.1	23,626	32,004	1.7893	1.7101
Essex	672.3	670.4	-.3	252.4	.2	15,509,107	31.1	46,992	61,447	7,858,347	34.4	23,215	31,134	.3079	.2964
Middlesex	1,398.2	1,380.4	-1.3	514.9	-.8	36,454,891	29.7	54,144	70,800	16,707,418	34.4	23,944	32,448	.6919	.6610
Norfolk	614.2	599.6	-2.4	223.0	-1.8	16,242,359	28.4	55,701	72,836	8,059,453	31.3	27,032	36,141	.3191	.3008
Plymouth	439.8	447.0	1.6	153.4	1.8	9,823,234	34.2	48,590	64,037	5,480,970	35.5	26,851	35,730	.1996	.1956
Suffolk	661.3	643.7	-2.7	251.8	-3.5	13,213,284	27.5	39,740	52,475	6,555,294	35.4	18,563	26,034	.2709	.2563

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
NEW BEDFORD–FALL RIVER–ATTLEBORO	**511.4**	**521.5**	**2.0**	**193.8**	**2.3**	**9,939,286**	**35.5**	**38,725**	**51,286**	**5,864,686**	**36.6**	**22,663**	**30,262**	**.2094**	**.2070**
Bristol	511.4	521.5	2.0	193.8	2.3	9,939,286	35.5	38,725	51,286	5,864,686	36.6	22,663	30,262	.2094	.2070
PITTSFIELD	**138.0**	**132.6**	**–3.9**	**52.7**	**–2.2**	**2,688,499**	**27.8**	**39,015**	**51,015**	**1,733,714**	**37.3**	**23,423**	**32,898**	**.0599**	**.0570**
Berkshire	138.0	132.6	–3.9	52.7	–2.2	2,688,499	27.8	39,015	51,015	1,733,714	37.3	23,423	32,898	.0599	.0570
SPRINGFIELD	**607.6**	**613.6**	**1.0**	**226.3**	**1.8**	**11,748,021**	**33.2**	**39,704**	**51,913**	**6,109,067**	**33.3**	**20,619**	**26,998**	**.2417**	**.2345**
Hampden	460.3	464.4	.9	174.8	1.9	8,850,159	33.3	38,720	50,630	4,937,584	34.2	21,458	28,247	.1859	.1809
Hampshire	147.3	149.2	1.3	51.5	1.6	2,897,862	32.8	43,032	56,269	1,171,483	30.0	17,780	22,747	.0558	.0536
WORCESTER–FITCHBURG–LEOMINSTER	**723.0**	**748.6**	**3.5**	**276.8**	**4.4**	**15,717,091**	**37.1**	**43,233**	**56,781**	**7,292,078**	**32.1**	**20,808**	**26,344**	**.3016**	**.2976**
Worcester	723.0	748.6	3.5	276.8	4.4	15,717,091	37.1	43,233	56,781	7,292,078	32.1	20,808	26,344	.3016	.2976
TOTAL METRO COUNTIES	**5,765.8**	**5,757.4**	**–.1**	**2,145.1**	**.2**	**131,335,772**	**31.3**	**46,725**	**61,226**	**65,661,027**	**34.1**	**22,874**	**30,610**	**2.6019**	**2.5862**
TOTAL STATE	**6,048.3**	**6,058.7**	**.2**	**2,270.3**	**.6**	**137,828,498**	**31.8**	**46,360**	**60,709**	**70,014,593**	**34.4**	**23,084**	**30,839**	**2.7376**	**2.6447**
MICHIGAN															
ANN ARBOR	**287.5**	**300.4**	**4.5**	**112.1**	**5.4**	**6,326,220**	**30.6**	**45,514**	**56,434**	**3,020,394**	**25.6**	**22,602**	**26,944**	**.1272**	**.1207**
Washtenaw	287.5	300.4	4.5	112.1	5.4	6,326,220	30.6	45,514	56,434	3,020,394	25.6	22,602	26,944	.1272	.1207
BATTLE CREEK	**137.1**	**141.8**	**3.4**	**55.2**	**5.3**	**2,470,037**	**37.0**	**34,413**	**44,747**	**1,606,482**	**48.4**	**20,652**	**29,103**	**.0527**	**.0542**
Calhoun	137.1	141.8	3.4	55.2	5.3	2,470,037	37.0	34,413	44,747	1,606,482	48.4	20,652	29,103	.0527	.0542
BENTON HARBOR	**162.3**	**166.2**	**2.4**	**63.4**	**3.3**	**3,003,436**	**40.2**	**34,889**	**47,373**	**1,648,206**	**43.5**	**18,705**	**25,997**	**.0605**	**.0616**
Berrien	162.3	166.2	2.4	63.4	3.3	3,003,436	40.2	34,889	47,373	1,648,206	43.5	18,705	25,997	.0605	.0616
DETROIT	**4,402.0**	**4,460.1**	**1.3**	**1,661.0**	**2.1**	**91,241,351**	**32.1**	**42,461**	**54,932**	**42,047,745**	**27.2**	**20,320**	**25,215**	**1.8182**	**1.7327**
Lapeer	76.7	82.5	7.6	27.3	7.9	1,484,168	42.1	41,271	54,365	671,167	48.2	17,897	24,585	.0275	.0288
Livingston	120.1	131.9	9.8	44.3	9.9	2,963,427	43.1	51,370	66,895	699,690	26.9	13,680	15,794	.0461	.0472
Macomb	724.6	743.7	2.6	277.9	3.6	14,879,148	27.9	43,392	53,541	8,752,812	29.6	25,187	31,496	.3245	.3068
Monroe	134.8	138.5	2.7	48.4	3.2	2,305,999	24.7	39,434	47,645	825,161	31.4	13,386	17,049	.0459	.0428
Oakland	1,109.2	1,176.4	6.1	450.2	7.0	34,172,610	46.0	55,634	75,905	14,344,065	29.8	26,263	31,862	.5835	.5948
St. Clair	148.7	158.3	6.5	57.8	7.0	2,846,672	40.9	37,423	49,250	1,235,165	45.8	15,687	21,370	.0528	.0546
Wayne	2,087.9	2,028.8	–2.8	755.1	–2.1	32,589,327	20.5	35,063	43,159	15,519,685	21.5	16,560	20,553	.7379	.6577
DETROIT–ANN ARBOR CONSOLIDATED AREA	***4,689.5***	***4,760.5***	***1.5***	***1,773.1***	***2.3***	***97,567,571***	***22.0***	***42,448***	***55,027***	***45,068,139***	***27.1***	***20,460***	***25,418***	***1.9454***	***1.8534***
FLINT	**428.4**	**422.9**	**–1.3**	**160.8**	**.0**	**8,282,682**	**36.6**	**37,699**	**51,509**	**4,028,115**	**19.7**	**20,928**	**25,050**	**.1705**	**.1611**
Genesee	428.4	422.9	–1.3	160.8	.0	8,282,682	36.6	37,699	51,509	4,028,115	19.7	20,928	25,050	.1705	.1611
GRAND RAPIDS	**707.6**	**762.3**	**7.7**	**274.2**	**9.0**	**14,930,978**	**43.8**	**41,291**	**54,458**	**7,603,200**	**35.7**	**22,279**	**27,729**	**.2873**	**.2948**
Kent	512.6	546.5	6.6	200.9	7.8	10,822,736	43.3	40,540	53,871	5,848,989	33.0	23,608	29,114	.2141	.2173
Ottawa	195.0	215.8	10.7	73.3	12.4	4,108,242	45.1	43,438	56,047	1,754,211	45.6	18,482	23,932	.0732	.0775
JACKSON	**152.1**	**158.9**	**4.5**	**57.6**	**5.7**	**2,808,299**	**41.5**	**36,411**	**48,755**	**1,544,565**	**51.1**	**18,752**	**26,815**	**.0554**	**.0578**
Jackson	152.1	158.9	4.5	57.6	5.7	2,808,299	41.5	36,411	48,755	1,544,565	51.1	18,752	26,815	.0554	.0578
KALAMAZOO	**226.1**	**231.8**	**2.5**	**87.6**	**3.5**	**4,511,610**	**35.2**	**39,455**	**51,502**	**2,524,364**	**40.3**	**21,268**	**28,817**	**.0923**	**.0920**
Kalamazoo	226.1	231.8	2.5	87.6	3.5	4,511,610	35.2	39,455	51,502	2,524,364	40.3	21,268	28,817	.0923	.0920
LANSING–EAST LANSING	**437.4**	**450.8**	**3.1**	**165.1**	**4.8**	**8,609,668**	**36.4**	**39,771**	**52,148**	**4,543,665**	**35.9**	**21,065**	**27,521**	**.1743**	**.1726**
Clinton	59.0	62.4	5.8	22.3	7.7	1,116,627	33.2	40,504	50,073	346,363	24.9	13,400	15,532	.0205	.0196
Eaton	94.9	100.7	6.1	37.2	6.9	2,403,476	55.6	44,392	64,610	995,455	30.6	21,899	26,760	.0408	.0430
Ingham	283.5	287.7	1.5	105.6	2.3	5,089,565	29.6	38,066	48,197	3,201,847	39.0	22,322	30,321	.1130	.1100
MUSKEGON	**161.4**	**168.0**	**4.1**	**61.6**	**5.1**	**2,707,002**	**41.2**	**32,724**	**43,945**	**1,329,297**	**36.4**	**16,625**	**21,579**	**.0544**	**.0551**
Muskegon	161.4	168.0	4.1	61.6	5.1	2,707,002	41.2	32,724	43,945	1,329,297	36.4	16,625	21,579	.0544	.0551
SAGINAW–BAY CITY–MIDLAND	**398.8**	**399.2**	**.1**	**150.7**	**1.5**	**6,616,289**	**26.3**	**35,281**	**43,904**	**3,921,920**	**32.2**	**19,980**	**26,025**	**.1507**	**.1418**
Bay	111.1	110.2	–.8	42.2	.2	1,788,968	25.7	33,795	42,393	1,073,562	30.4	19,555	25,440	.0414	.0387
Midland	77.0	81.2	5.5	30.4	7.0	1,535,999	30.1	41,577	50,526	488,007	32.2	13,002	16,053	.0281	.0269
Saginaw	210.7	207.8	–1.4	78.1	.1	3,291,322	24.9	33,791	42,142	2,360,351	33.0	22,751	30,222	.0812	.0762
TOTAL METRO COUNTIES	**7,500.7**	**7,662.4**	**2.2**	**2,849.3**	**3.1**	**151,507,572**	**33.9**	**40,917**	**53,174**	**73,817,952**	**30.0**	**20,536**	**25,907**	**3.0438**	**2.9444**
TOTAL STATE	**9,382.2**	**9,625.4**	**2.6**	**3,574.9**	**3.5**	**181,853,643**	**35.0**	**39,011**	**50,870**	**89,327,823**	**31.8**	**19,626**	**24,988**	**3.6638**	**3.5783**
MINNESOTA															
DULUTH	**237.1**	**229.2**	**–3.3**	**92.8**	**–1.8**	**3,729,326**	**30.0**	**30,362**	**40,187**	**2,451,103**	**37.2**	**18,902**	**26,413**	**.0866**	**.0833**
St. Louis	195.1	185.8	–4.8	75.2	–3.5	3,026,858	27.5	30,471	40,251	2,056,542	37.1	19,255	27,348	.0719	.0684
Douglas, Wisc.	*42.0*	*43.4*	*3.3*	*17.6*	*6.0*	*702,468*	*41.8*	*29,849*	*39,913*	*394,561*	*37.9*	*17,242*	*22,418*	*.0147*	*.0149*
FARGO–MOORHEAD	**156.0**	**163.5**	**4.8**	**62.5**	**6.1**	**3,087,785**	**43.8**	**36,465**	**49,405**	**2,124,967**	**53.1**	**23,558**	**33,999**	**.0641**	**.0682**
Clay	50.7	50.8	.2	17.6	.6	800,654	40.1	32,652	45,492	460,963	46.7	17,950	26,191	.0169	.0172
Cass, N. D.	*105.3*	*112.7*	*7.0*	*44.9*	*8.5*	*2,287,131*	*45.1*	*38,077*	*50,938*	*1,664,004*	*55.0*	*25,929*	*37,060*	*.0472*	*.0510*
MINNEAPOLIS–ST. PAUL	**2,547.1**	**2,760.3**	**8.4**	**1,054.4**	**9.0**	**59,042,259**	**41.0**	**43,280**	**55,996**	**33,001,734**	**49.8**	**22,080**	**30,351**	**1.1138**	**1.1698**
Anoka	254.4	284.8	11.9	96.9	12.5	4,920,948	37.4	41,597	50,784	2,149,341	33.6	18,688	22,181	.0946	.0953
Carver	50.6	58.3	15.2	20.6	17.0	1,243,946	54.7	45,694	60,386	300,627	57.5	10,847	14,594	.0180	.0202
Chisago	31.4	33.8	7.6	11.9	9.2	653,776	57.8	37,999	54,939	243,420	51.3	14,758	20,455	.0107	.0119
Dakota	298.7	352.2	17.9	126.7	18.6	6,995,756	44.8	45,227	55,215	3,576,878	57.1	21,319	28,231	.1257	.1377
Hennepin	1,057.3	1,120.2	5.9	458.6	6.7	25,929,124	27.0	44,042	56,540	15,466,395	49.4	24,084	33,725	.5075	.5230
Isanti	26.7	29.1	9.0	10.1	11.0	544,813	61.2	37,150	53,942	216,893	65.5	14,405	21,475	.0088	.0101
Ramsey	490.0	500.4	2.1	198.7	3.3	11,167,077	43.5	40,455	56,201	7,130,725	50.5	24,631	35,887	.2210	.2327

MINN. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	RETAIL SALES 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
Scott	61.2	70.6	15.4	23.7	15.6	1,309,589	44.1	44,319	55,257	455,342	49.9	14,821	19,213	.0220	.0236
Washington	152.8	171.6	12.3	58.7	13.5	3,485,476	38.6	48,637	59,378	1,308,990	55.1	16,319	22,300	.0596	.0625
Wright	71.5	79.4	11.0	27.0	12.5	1,492,434	59.0	39,111	55,275	700,164	60.3	18,204	25,932	.0254	.0289
St. Croix, Wisc.	*52.5*	*59.9*	*14.1*	*21.5*	*16.2*	*1,299,320*	*57.2*	*44,678*	*60,433*	*452,949*	*43.0*	*17,116*	*21,067*	*.0205*	*.0226*
ROCHESTER	**109.5**	**117.1**	**6.9**	**44.7**	**8.5**	**2,322,145**	**35.3**	**41,666**	**51,950**	**1,585,642**	**49.8**	**25,697**	**35,473**	**.0492**	**.0506**
Olmsted	109.5	117.1	6.9	44.7	8.5	2,322,145	35.3	41,666	51,950	1,585,642	49.8	25,697	35,473	.0492	.0506
ST. CLOUD	**196.0**	**209.7**	**7.0**	**71.7**	**8.3**	**3,279,688**	**40.4**	**35,282**	**45,742**	**3,938,178**	**50.7**	**39,482**	**54,926**	**.0898**	**.0951**
Benton	31.1	33.5	7.7	12.3	8.8	492,990	40.7	30,997	40,080	146,399	40.4	9,227	11,902	.0089	.0090
Sherburne	44.0	49.9	13.4	16.3	14.0	775,584	39.1	38,977	47,582	333,536	51.1	15,435	20,462	.0146	.0153
Stearns	120.9	126.3	4.5	43.1	6.2	2,011,114	40.8	35,172	46,662	3,458,243	51.1	56,372	80,238	.0663	.0708
TOTAL METRO COUNTIES	**3,045.9**	**3,263.8**	**7.2**	**1,242.1**	**7.9**	**67,172,284**	**39.8**	**41,712**	**54,080**	**39,590,100**	**49.2**	**23,036**	**31,874**	**1.3211**	**1.2780**
TOTAL STATE	**4,457.2**	**4,662.9**	**4.6**	**1,774.0**	**5.6**	**88,583,714**	**38.8**	**37,988**	**49,934**	**51,942,320**	**47.7**	**20,921**	**29,280**	**1.7865**	**1.8415**

MISSISSIPPI

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
BILOXI-GULFPORT	**198.5**	**202.6**	**2.1**	**74.4**	**3.5**	**3,071,434**	**40.8**	**30,331**	**41,283**	**1,578,586**	**33.7**	**16,420**	**21,218**	**.0644**	**.0642**
Hancock	33.2	37.6	13.3	14.4	16.1	563,671	57.8	28,802	39,144	178,399	43.5	10,023	12,389	.0095	0105
Harrison	165.3	165.0	-.2	60.0	.6	2,507,763	37.5	30,650	41,796	1,400,187	32.6	17,754	23,336	.0549	.0537
JACKSON	**401.3**	**418.7**	**4.3**	**149.5**	**5.0**	**7,732,226**	**47.9**	**36,705**	**51,721**	**4,024,678**	**37.5**	**20,548**	**26,921**	**.1499**	**.1554**
Hinds	253.6	252.6	-.4	90.7	.0	4,660,048	42.1	36,150	51,379	2,882,963	35.3	23,498	31,786	.0990	.0993
Madison	57.0	65.8	15.4	24.2	17.5	1,110,634	56.5	34,453	45,894	569,035	45.5	18,985	23,514	.0205	.0226
Rankin	90.7	100.3	10.6	34.6	11.3	1,961,554	58.4	39,814	56,692	572,680	41.9	12,981	16,551	.0304	.0335
PASCAGOULA	**115.5**	**117.2**	**1.5**	**41.4**	**2.2**	**1,565,343**	**22.0**	**31,671**	**37,810**	**755,985**	**32.8**	**14,054**	**18,261**	**.0356**	**.0331**
Jackson	115.5	117.2	1.5	41.4	2.2	1,565,343	22.0	31,671	37,810	755,985	32.8	14,054	18,261	.0356	.0331
TOTAL METRO COUNTIES	**789.8**	**827.7**	**4.8**	**296.4**	**5.7**	**14,094,274**	**45.5**	**34,553**	**47,552**	**6,776,525**	**36.6**	**17,690**	**22,863**	**.2738**	**.2812**
TOTAL STATE	**2,591.8**	**2,644.7**	**2.0**	**946.7**	**3.1**	**37,714,692**	**42.0**	**28,938**	**39,838**	**18,114,452**	**32.3**	**14,916**	**19,134**	**.7861**	**.7851**

MISSOURI

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
COLUMBIA	**114.3**	**118.3**	**3.5**	**44.6**	**4.7**	**2,138,193**	**37.1**	**36,600**	**47,942**	**1,364,419**	**48.1**	**21,630**	**30,592**	**.0452**	**.0462**
Boone	114.3	118.3	3.5	44.6	4.7	2,138,193	37.1	36,600	47,942	1,364,419	48.1	21,630	30,592	.0452	.0462
JOPLIN	**136.4**	**139.7**	**2.4**	**55.2**	**3.0**	**2,077,830**	**31.2**	**29,548**	**37,642**	**1,488,547**	**40.7**	**19,741**	**26,966**	**.0493**	**.0489**
Jasper	91.4	93.3	2.1	37.6	3.0	1,400,327	32.9	28,862	37,243	1,237,238	44.6	23,439	32,905	.0354	.0358
Newton	45.0	46.4	3.1	17.6	2.9	677,503	27.8	31,012	38,494	251,309	24.0	11,848	14,279	.0139	.0131
KANSAS CITY	**1,607.2**	**1,710.1**	**6.4**	**663.4**	**7.3**	**37,067,544**	**43.0**	**41,915**	**55,875**	**17,558,826**	**39.1**	**20,413**	**26,468**	**.6836**	**.7022**
Cass	66.6	74.6	12.0	26.9	12.6	1,355,102	46.4	38,739	50,376	433,585	33.7	13,567	16,118	.0230	.0241
Clay	157.1	166.6	6.0	64.8	7.3	3,182,411	28.9	40,881	49,111	2,040,244	43.6	23,524	31,485	.0689	.0682
Jackson	637.4	646.4	1.4	260.4	2.4	13,287,673	39.8	37,381	51,028	7,086,247	33.6	20,850	27,213	.2651	.2636
Lafayette	31.5	32.5	3.2	12.4	4.2	529,872	35.0	32,972	42,732	167,170	38.0	10,177	13,481	.0098	.0096
Platte	60.7	68.5	12.9	26.2	12.9	1,451,723	38.8	45,097	55,409	477,628	41.3	14,573	18,230	.0244	.0251
Ray	22.4	23.8	6.3	8.7	6.1	396,994	43.2	33,804	45,631	106,827	33.6	9,748	12,279	.0069	.0069
Johnson, Kans.	*379.8*	*440.7*	*16.0*	*171.7*	*17.4*	*12,838,789*	*56.4*	*56,096*	*74,775*	*5,460,819*	*47.3*	*25,343*	*31,804*	*.2011*	*.2243*
Leavenworth, Kans.	*66.7*	*73.2*	*9.7*	*22.6*	*9.7*	*1,453,398*	*49.9*	*47,070*	*64,310*	*390,680*	*35.8*	*13,962*	*17,287*	*.0231*	*.0245*
Miami, Kans.	*24.2*	*26.2*	*8.3*	*9.7*	*11.5*	*478,953*	*45.1*	*37,938*	*49,377*	*165,762*	*44.9*	*13,147*	*17,089*	*.0082*	*.0087*
Wyandotte, Kans.	*160.8*	*157.6*	*-2.0*	*60.0*	*-1.6*	*2,092,629*	*16.2*	*29,527*	*34,877*	*1,229,864*	*32.3*	*15,238*	*20,498*	*.0521*	*.0472*
ST. JOSEPH	**82.7**	**80.4**	**-2.8**	**31.7**	**-1.6**	**1,291,363**	**29.0**	**31,100**	**40,737**	**794,141**	**30.0**	**18,967**	**25,052**	**.0300**	**.0282**
Buchanan	82.7	80.4	-2.8	31.7	-1.6	1,291,363	29.0	31,100	40,737	794,141	30.0	18,967	25,052	.0300	.0282
ST. LOUIS	**2,475.7**	**2,548.0**	**2.9**	**973.3**	**4.8**	**51,475,617**	**32.5**	**41,495**	**52,888**	**24,146,435**	**31.9**	**19,556**	**24,809**	**1.0179**	**.9853**
Franklin	84.2	88.4	5.0	31.2	6.8	1,378,245	36.0	34,718	44,175	647,998	28.9	17,219	20,769	.0284	.0279
Jefferson	177.2	193.4	9.1	67.5	10.1	3,228,022	39.6	37,730	47,823	1,279,211	47.7	14,132	18,951	.0592	.0614
St. Charles	231.5	273.9	18.3	97.2	20.0	5,787,026	54.0	46,383	59,537	2,267,171	46.0	19,174	23,325	.0943	.1044
St. Louis	1,005.2	1,032.3	2.7	402.3	4.3	25,070,781	30.7	49,717	62,319	11,884,229	29.5	23,795	29,541	.4877	.4655
St. Louis city	386.3	362.2	-6.2	153.1	-4.7	5,727,723	25.6	28,369	37,412	3,249,908	34.8	14,999	21,227	.1313	.1225
Clinton, Ill.	*34.2*	*35.2*	*2.9*	*11.7*	*.0*	*374,808*	*31.7*	*37,316*	*49,129*	*228,276*	*38.7*	*14,064*	*19,511*	*.0115*	*.0109*
Jersey, Ill.	*20.7*	*21.3*	*2.9*	*8.0*	*6.7*	*343,982*	*34.3*	*34,158*	*42,998*	*155,606*	*34.5*	*15,431*	*19,451*	*.0070*	*.0069*
Madison, Ill.	*250.7*	*254.7*	*1.6*	*97.6*	*2.3*	*4,411,545*	*24.2*	*37,244*	*45,200*	*2,227,896*	*27.7*	*18,294*	*22,827*	*.0962*	*.0892*
Monroe, Ill.	*23.2*	*25.6*	*10.3*	*9.5*	*11.8*	*509,574*	*44.4*	*41,521*	*53,639*	*208,316*	*46.6*	*16,717*	*21,928*	*.0089*	*.0095*
St. Clair, Ill.	*262.5*	*261.0*	*-.6*	*95.2*	*.0*	*4,443,911*	*29.6*	*36,019*	*46,680*	*1,997,824*	*22.5*	*17,125*	*20,986*	*.0936*	*.0871*
SPRINGFIELD	**248.2**	**264.3**	**6.5**	**102.3**	**6.9**	**4,507,331**	**39.1**	**33,858**	**44,060**	**2,887,372**	**36.8**	**22,009**	**28,225**	**.0978**	**.0987**
Christian	35.1	41.4	17.9	14.9	16.4	591,585	45.7	31,724	39,704	201,064	38.0	11,383	13,494	.0106	.0113
Greene	213.1	222.9	4.6	87.4	5.4	3,915,746	38.2	34,187	44,803	2,686,308	36.7	23,707	30,736	.0872	.0874
TOTAL METRO COUNTIES	**3,441.7**	**3,565.3**	**3.6**	**1,384.5**	**4.6**	**71,410,289**	**35.2**	**39,898**	**51,578**	**36,174,697**	**35.8**	**20,242**	**26,128**	**1.4213**	**1.4012**
TOTAL STATE	**5,184.8**	**5,337.0**	**2.9**	**2,066.8**	**4.0**	**96,421,960**	**34.5**	**36,076**	**46,653**	**49,193,244**	**35.8**	**18,334**	**23,802**	**1.9700**	**1.9384**

MONTANA

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
BILLINGS	**112.8**	**111.4**	**-1.2**	**44.5**	**.0**	**2,156,586**	**36.3**	**35,557**	**48,463**	**1,578,470**	**44.3**	**24,584**	**35,471**	**.0481**	**.0485**
Yellowstone	112.8	111.4	-1.2	44.5	.0	2,156,586	36.3	35,557	48,463	1,578,470	44.3	24,584	35,471	.0481	.0485
GREAT FALLS	**77.9**	**79.6**	**2.2**	**31.5**	**4.0**	**1,373,495**	**33.4**	**33,987**	**43,603**	**880,607**	**41.3**	**20,576**	**27,956**	**.0301**	**.0300**
Cascade	77.9	79.6	2.2	31.5	4.0	1,373,495	33.4	33,987	43,603	880,607	41.3	20,576	27,956	.0301	.0300
TOTAL METRO COUNTIES	**190.7**	**191.0**	**.2**	**76.0**	**1.6**	**3,530,081**	**35.1**	**34,921**	**46,448**	**2,459,077**	**43.2**	**22,960**	**32,356**	**.0782**	**.0785**
TOTAL STATE	**801.4**	**820.3**	**2.4**	**318.3**	**3.6**	**14,274,644**	**39.0**	**33,410**	**44,847**	**7,863,943**	**43.7**	**17,810**	**24,706**	**.2911**	**.2967**

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BPI	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
NEBRASKA															
LINCOLN	**217.6**	**226.1**	**3.9**	**88.4**	**4.9**	**4,682,964**	**38.3**	**40,163**	**52,975**	**2,350,792**	**48.8**	**18,737**	**26,593**	**.0885**	**.0911**
Lancaster	217.6	226.1	3.9	88.4	4.9	4,682,964	38.3	40,163	52,975	2,350,792	48.8	18,737	26,593	.0885	.0911
OMAHA	**625.9**	**645.1**	**3.1**	**244.2**	**3.8**	**13,212,027**	**35.8**	**41,362**	**54,103**	**7,060,021**	**44.7**	**20,739**	**28,911**	**.2600**	**.2627**
Douglas	420.8	430.7	2.4	168.1	3.3	9,156,146	34.2	41,932	54,468	5,409,499	45.5	22,848	32,180	.1857	.1870
Sarpy	105.6	114.4	8.3	38.1	8.9	2,308,055	45.2	45,427	60,579	696,270	53.0	13,005	18,275	.0372	.0395
Washington	16.9	17.8	5.3	6.7	8.1	338,636	36.5	40,010	50,543	104,118	41.3	11,882	15,540	.0059	.0060
Pottawattamie, Iowa	*82.6*	*82.2*	*–.5*	*31.3*	*.0*	*1,409,190*	*32.0*	*34,117*	*45,022*	*850,134*	*34.6*	*20,181*	*27,161*	*.0312*	*.0302*
TOTAL METRO COUNTIES	**777.7**	**806.2**	**3.7**	**307.3**	**4.5**	**16,781,000**	**36.9**	**41,665**	**54,608**	**8,645,796**	**46.7**	**20,031**	**28,135**	**.3225**	**.3288**
TOTAL STATE	**1,586.0**	**1,612.2**	**1.7**	**623.8**	**3.0**	**30,332,876**	**35.5**	**36,943**	**48,626**	**15,325,709**	**43.3**	**17,649**	**24,568**	**.6012**	**.6020**
NEVADA															
LAS VEGAS	**817.4**	**986.0**	**20.6**	**381.8**	**20.8**	**18,866,599**	**57.1**	**38,007**	**49,415**	**8,322,028**	**39.4**	**18,894**	**21,797**	**.3238**	**.3585**
Clark	817.4	986.0	20.6	381.8	20.8	18,866,599	57.1	38,007	49,415	8,322,028	39.4	18,894	21,797	.3238	.3585
RENO	**266.1**	**295.3**	**11.0**	**118.8**	**11.3**	**6,270,956**	**47.4**	**39,873**	**52,786**	**3,760,726**	**45.5**	**24,224**	**31,656**	**.1206**	**.1287**
Washoe	266.1	295.3	11.0	118.8	11.3	6,270,956	47.4	39,873	52,786	3,760,726	45.5	24,224	31,656	.1206	.1287
TOTAL METRO COUNTIES	**1,083.5**	**1,281.3**	**18.3**	**500.6**	**18.4**	**25,137,555**	**54.6**	**38,478**	**50,215**	**12,092,754**	**41.2**	**20,239**	**24,137**	**.4444**	**.4872**
TOTAL STATE	**1,301.4**	**1,529.4**	**17.5**	**593.0**	**17.7**	**29,800,378**	**53.9**	**38,425**	**50,254**	**13,816,333**	**40.6**	**19,496**	**23,299**	**.5242**	**.5723**
NEW HAMPSHIRE															
MANCHESTER–NASHUA	**347.7**	**380.4**	**9.4**	**142.9**	**10.6**	**9,224,198**	**45.3**	**49,151**	**64,550**	**4,204,639**	**28.2**	**25,378**	**29,424**	**.1666**	**.1692**
Hillsborough	347.7	380.4	9.4	142.9	10.6	9,224,198	45.3	49,151	64,550	4,204,639	28.2	25,378	29,424	.1666	.1692
PORTSMOUTH–DOVER–ROCHESTER	**363.2**	**395.7**	**8.9**	**144.1**	**9.5**	**8,958,166**	**43.8**	**47,341**	**62,166**	**4,464,414**	**26.9**	**26,727**	**30,981**	**.1700**	**.1710**
Rockingham	255.7	279.9	9.5	101.2	9.4	6,631,911	43.7	49,899	65,533	3,497,640	26.8	29,809	34,562	.1274	.1279
Strafford	107.5	115.8	7.7	42.9	9.7	2,326,255	44.1	41,289	54,225	966,774	27.2	19,437	22,536	.0426	.0431
TOTAL METRO COUNTIES	**710.9**	**776.1**	**9.2**	**287.0**	**10.0**	**18,182,364**	**44.5**	**48,238**	**63,353**	**8,669,073**	**27.6**	**26,059**	**30,206**	**.3366**	**.3402**
TOTAL STATE	**1,142.6**	**1,225.0**	**7.1**	**457.4**	**7.8**	**27,049,347**	**42.0**	**44,909**	**59,137**	**13,772,889**	**25.1**	**25,946**	**30,111**	**.5270**	**.5221**
NEW JERSEY															
ATLANTIC CITY	**326.7**	**344.1**	**5.3**	**133.1**	**6.0**	**6,816,750**	**27.1**	**42,685**	**51,215**	**3,693,011**	**19.4**	**24,622**	**27,746**	**.1486**	**.1368**
Atlantic	229.1	240.3	4.9	91.8	5.8	4,739,371	26.2	43,268	51,627	2,481,509	17.4	24,343	27,032	.1032	.0942
Cape May	97.6	103.8	6.4	41.3	6.4	2,077,379	29.4	41,382	50,300	1,211,502	23.7	25,245	29,334	.0454	.0426
BERGEN–PASSAIC	**1,275.7**	**1,264.6**	**–.9**	**457.8**	**–.9**	**36,369,948**	**28.4**	**61,314**	**79,465**	**14,894,287**	**20.9**	**26,681**	**32,534**	**.6834**	**.6294**
Bergen	822.2	812.7	–1.2	305.6	–.7	26,776,698	29.6	67,121	87,620	10,560,600	22.1	28,113	34,557	.4843	.4497
Passaic	453.5	451.9	–.4	152.2	–1.3	9,593,250	25.1	49,728	63,031	4,333,687	18.0	23,822	28,474	.1991	.1797
JERSEY CITY	**548.9**	**536.8**	**–2.2**	**199.0**	**–3.2**	**11,556,746**	**32.2**	**42,528**	**58,074**	**4,001,995**	**24.2**	**15,678**	**20,111**	**.2136**	**.2013**
Hudson	548.9	536.8	–2.2	199.0	–3.2	11,556,746	32.2	42,528	58,074	4,001,995	24.2	15,678	20,111	.2136	.2013

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1996 PROJECTIONS

N.J. (cont.)

S&MM ESTIMATES	**POPULATION**					**EFFECTIVE BUYING INCOME**				**RETAIL SALES**				**BUYING POWER INDEX**	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
MIDDLESEX–SOMERSET–HUNTERDON	**1,044.2**	**1,102.5**	**5.6**	**398.6**	**6.6**	**34,528,455**	**46.5**	**63,021**	**86,624**	**11,249,572**	**30.6**	**23,032**	**28,223**	**.5405**	**.5552**
Hunterdon	111.4	118.9	6.7	41.5	6.4	4,259,271	51.2	72,217	102,633	1,256,250	31.9	24,413	30,271	.0623	.0656
Middlesex	683.1	709.3	3.8	254.3	4.7	19,064,289	38.5	56,661	74,968	6,765,355	26.6	21,992	26,604	.3265	.3208
Somerset	249.7	274.3	9.9	102.8	11.6	11,204,895	60.3	75,901	108,997	3,227,967	39.1	25,191	31,400	.1517	.1688
MONMOUTH–OCEAN	**1,015.0**	**1,082.4**	**6.6**	**403.6**	**7.3**	**26,991,764**	**36.9**	**52,401**	**66,878**	**10,814,228**	**26.6**	**22,707**	**26,794**	**.4850**	**.4750**
Monmouth	566.6	597.5	5.5	214.4	6.0	17,480,751	41.2	61,240	81,533	6,376,161	25.9	25,050	29,740	.2941	.2922
Ocean	448.4	484.9	8.1	189.2	8.7	9,511,013	29.7	42,130	50,270	4,638,067	27.6	19,984	23,457	.1909	.1828
NEWARK	**1,823.6**	**1,815.0**	**–.5**	**646.1**	**–.4**	**48,508,394**	**27.9**	**58,476**	**75,079**	**16,667,738**	**23.0**	**20,882**	**25,797**	**.8755**	**.8104**
Essex	771.5	753.3	-2.4	267.0	-2.7	17,538,422	24.1	51,498	65,687	5,715,424	22.8	16,968	21,406	.3270	.2964
Morris	423.7	430.4	1.6	153.1	2.3	13,454,035	24.6	72,116	87,877	5,405,140	26.0	28,656	35,305	.2488	.2289
Sussex	134.0	142.2	6.1	48.3	6.4	3,599,291	36.5	58,059	74,519	1,173,987	37.6	18,791	24,306	.0599	.0600
Union	494.4	489.1	-1.1	177.7	-.9	13,916,646	34.1	57,873	78,315	4,373,187	16.6	20,909	24,610	.2398	.2251
TRENTON	**330.8**	**342.5**	**3.5**	**123.6**	**4.2**	**9,693,392**	**42.9**	**57,185**	**78,426**	**3,502,562**	**29.3**	**22,833**	**28,338**	**.1615**	**.1625**
Mercer	330.8	342.5	3.5	123.6	4.2	9,693,392	42.9	57,185	78,426	3,502,562	29.3	22,833	28,338	.1615	.1625
VINELAND–MILLVILLE–BRIDGETON	**139.1**	**139.2**	**.1**	**47.1**	**.0**	**2,342,620**	**25.0**	**39,798**	**49,737**	**1,334,049**	**28.3**	**22,080**	**28,324**	**.0533**	**.0495**
Cumberland	139.1	139.2	.1	47.1	.0	2,342,620	25.0	39,798	49,737	1,334,049	28.3	22,080	28,324	.0533	.0495
TOTAL METRO COUNTIES	**7,813.5**	**7,998.7**	**2.4**	**2,894.2**	**2.7**	**208,193,807**	**34.2**	**55,057**	**71,935**	**79,078,446**	**25.1**	**22,428**	**27,323**	**3.7379**	**3.5853**
TOTAL STATE	**7,813.5**	**7,998.7**	**2.4**	**2,894.2**	**2.7**	**208,193,807**	**34.2**	**55,057**	**71,935**	**79,078,446**	**25.1**	**22,428**	**27,323**	**3.7379**	**3.5853**
NEW MEXICO															
ALBUQUERQUE	**503.5**	**563.7**	**12.0**	**220.8**	**13.3**	**10,204,912**	**46.2**	**35,805**	**46,218**	**5,636,904**	**39.7**	**20,710**	**25,529**	**.1998**	**.2099**
Bernalillo	503.5	563.7	12.0	220.8	13.3	10,204,912	46.2	35,805	46,218	5,636,904	39.7	20,710	25,529	.1998	.2099
LAS CRUCES	**142.6**	**162.7**	**14.1**	**54.4**	**14.8**	**1,916,127**	**40.9**	**28,698**	**35,223**	**929,466**	**44.7**	**13,548**	**17,086**	**.0400**	**.0421**
Dona Ana	142.6	162.7	14.1	54.4	14.8	1,916,127	40.9	28,698	35,223	929,466	44.7	13,548	17,086	.0400	.0421
SANTA FE	**120.9**	**130.7**	**8.1**	**51.0**	**9.7**	**2,999,248**	**47.5**	**43,723**	**58,809**	**1,323,925**	**43.8**	**19,802**	**25,959**	**.0520**	**.0552**
Los Alamos	18.3	19.3	5.5	7.8	6.8	609,152	43.9	57,993	78,096	123,611	45.4	11,647	15,848	.0085	.0089
Santa Fe	102.6	111.4	8.6	43.2	10.2	2,390,096	48.5	41,065	55,326	1,200,314	43.6	21,321	27,785	.0435	.0463
TOTAL METRO COUNTIES	**767.0**	**857.1**	**11.7**	**326.2**	**13.0**	**15,120,287**	**45.8**	**35,913**	**46,353**	**7,890,295**	**40.9**	**19,388**	**24,189**	**.2918**	**.3072**
TOTAL STATE	**1,561.4**	**1,685.8**	**8.0**	**612.4**	**9.3**	**25,919,533**	**42.4**	**32,485**	**42,325**	**13,268,344**	**38.6**	**17,217**	**21,829**	**.5260**	**.5408**
NEW YORK															
ALBANY–SCHENECTADY–TROY	**886.2**	**913.4**	**3.1**	**353.6**	**3.8**	**17,992,431**	**30.2**	**40,556**	**50,884**	**8,887,342**	**27.5**	**20,463**	**25,134**	**.3697**	**.3515**
Albany	293.8	296.7	1.0	118.6	1.8	5,766,221	20.4	41,114	48,619	3,876,170	25.1	26,604	32,683	.1384	.1254
Greene	45.9	47.7	3.9	17.3	2.4	708,430	20.3	34,845	40,950	341,274	16.8	17,295	19,727	.0163	.0146
Montgomery	51.9	51.7	–.4	20.2	.0	870,104	32.7	32,470	43,074	383,258	29.4	14,660	18,973	.0177	.0170
Rensselaer	154.9	155.9	.6	58.7	1.6	2,892,757	28.4	38,976	49,280	1,083,900	28.6	14,576	18,465	.0562	.0531
Saratoga	190.3	212.0	11.4	78.6	12.4	4,742,161	49.8	45,287	60,333	1,693,514	31.3	18,451	21,546	.0787	.0826
Schenectady	149.4	149.4	.0	60.2	1.3	3,012,758	27.4	39,809	50,046	1,509,226	31.0	19,392	25,070	.0624	.0588
BINGHAMTON	**264.1**	**259.6**	**–1.7**	**99.4**	**–1.0**	**4,479,008**	**22.1**	**36,524**	**45,060**	**2,353,362**	**23.5**	**18,982**	**23,676**	**.1013**	**.0916**
Broome	211.3	205.9	-2.6	79.9	-1.8	3.542,923	20.1	36,232	44,342	2,030,524	21.6	20,506	25,413	.0837	.0746
Tioga	52.8	53.7	1.7	19.5	2.6	936,085	30.4	37,774	48,004	322,838	36.4	12,455	16,556	.0176	.0170
BUFFALO	**964.4**	**952.8**	**–1.2**	**375.7**	**–.2**	**15,809,261**	**19.2**	**35,239**	**42,079**	**9,113,592**	**32.6**	**18,265**	**24,258**	**.3671**	**.3358**
Erie	964.4	952.8	–1.2	375.7	–.2	15,809,261	19.2	35,239	42,079	9,113,592	32.6	18,265	24,258	.3671	.3358
BUFFALO–NIAGARA FALLS CONSOLIDATED AREA	***1,185.1***	***1,173.1***	***–1.0***	***461.7***	***.1***	***19,521,574***	***20.6***	***35,100***	***42,282***	***11,090,126***	***33.0***	***18,070***	***24,020***	***.4479***	***.4125***
ELMIRA	**95.6**	**96.2**	**.6**	**36.0**	**1.4**	**1,591,267**	**30.6**	**34,331**	**44,202**	**819,214**	**21.0**	**19,070**	**22,756**	**.0350**	**.0327**
Chemung	95.6	96.2	.6	36.0	1.4	1,591,267	30.6	34,331	44,202	819,214	21.0	19,070	22,756	.0350	.0327

WE'VE GOT YOUR NUMBER

National ranking of Monmouth-Ocean, NJ
- **#12** in average household EBI
- **#45** in total retail sales
- **#50** in number of households
- **#48** in population

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S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
GLENS FALLS	120.7	126.4	4.7	46.4	5.9	2,140,340	29.5	37,747	46,128	1,139,321	18.2	22,002	24,554	.0474	.0440
Warren	60.3	63.1	4.6	24.6	6.5	1,110,106	26.9	37,884	45,126	827,303	17.7	30,415	33,630	.0280	.0255
Washington	60.4	63.3	4.8	21.8	5.3	1,030,234	32.4	37,594	47,258	312,018	19.5	12,614	14,313	.0194	.0185
JAMESTOWN–DUNKIRK	140.8	136.6	-3.0	52.3	-1.9	1,614,692	15.2	26,289	30,874	1,102,461	28.7	16,074	21,080	.0440	.0394
Chautauqua	140.8	136.6	-3.0	52.3	-1.9	1,614,692	15.2	26,289	30,874	1,102,461	28.7	16,074	21,080	.0440	.0394
NASSAU–SUFFOLK*	2,653.2	2,833.4	6.8	924.4	6.5	71,689,977	33.7	61,822	77,553	32,850,986	30.5	29,013	35,538	1.3430	1.3086
Nassau	1,285.9	1,283.9	-.2	429.3	-.2	35,227,427	23.2	66,471	82,058	17,326,469	24.3	32,417	40,360	.7143	.6492
Suffolk	1,367.3	1,549.5	13.3	495.1	13.1	36,462,550	45.5	57,254	73,647	15,524,517	38.2	25,668	31,356	.6287	.6594
NEW YORK	8,627.2	8,774.9	1.7	3,297.7	1.2	193,775,351	29.9	45,741	58,761	61,378,888	25.9	14,956	18,613	3.4832	3.2887
Bronx	1,218.4	1,249.5	2.6	432.2	1.7	18,345,874	34.8	32,027	42,448	4,151,874	31.4	7,438	9,606	.3307	.3226
Kings	2,320.3	2,356.2	1.5	831.8	.5	39,299,743	32.4	35,868	47,247	9,910,527	32.5	9,040	11,915	.7041	.6797
New York (Manhattan)	1,505.7	1,543.0	2.5	738.5	2.3	50,712,184	27.3	55,174	68,669	21,610,065	20.8	24,794	29,262	.9476	.8712
Putnam	86.0	92.3	7.3	30.7	7.0	2,503,815	41.4	61,714	81,557	658,431	33.8	17,151	21,447	.0387	.0392
Queens	1,966.0	1,976.9	.6	716.9	-.4	38,491,763	26.2	42,383	53,692	10,792,167	32.6	11,308	15,054	.6980	.6539
Richmond	386.4	403.0	4.3	138.3	4.2	9,094,994	34.1	51,101	65,763	2,793,015	37.0	15,358	20,195	.1550	.1526
Rockland	265.9	266.8	.3	85.2	.6	7,237,101	33.9	63,820	84,943	2,317,568	29.9	21,071	27,202	.1228	.1186
Westchester	878.5	887.2	1.0	324.1	1.2	28,089,877	30.3	67,283	86,670	9,145,241	17.7	24,257	28,217	.4863	.4509
NEW YORK–NORTHERN NEW JERSEY–LONG ISLAND CONSOLIDATED AREA	*18,131.2*	*18,570.8*	*2.4*	*6,742.5*	*2.1*	*457,197,851*	*31.8*	*52,521*	*67,808*	*163,479,486*	*25.6*	*19,707*	*24,246*	*8.2235*	*7.8254*
NIAGARA FALLS	220.7	220.3	-.2	86.0	1.2	3,712,313	26.6	34,487	43,166	1,976,534	35.2	17,204	22,983	.0808	.0767
Niagara	220.7	220.3	-.2	86.0	1.2	3,712,313	26.6	34,487	43,166	1,976,534	35.2	17,204	22,983	.0808	.0767
ORANGE COUNTY	318.1	346.7	9.0	114.5	9.2	6,956,970	40.6	47,170	60,760	2,885,081	25.3	21,950	25,206	.1294	.1286
Orange	318.1	346.7	9.0	114.5	9.2	6,956,970	40.6	47,170	60,760	2,886,081	25.3	21,950	25,206	.1294	.1286
POUGHKEEPSIE	265.1	279.7	5.5	97.3	6.2	5,795,932	26.9	49,861	59,568	3,248,187	43.7	24,684	33,383	.1195	.1168
Dutchess	265.1	279.7	5.5	97.3	6.2	5,795,932	26.9	49,861	59,568	3,248,187	43.7	24,684	33,383	.1195	.1168
ROCHESTER	1,008.0	1,016.9	.9	383.8	1.9	18,995,401	22.9	41,012	49,493	9,213,211	23.8	19,746	24,006	.4093	.3730
Livingston	63.7	65.2	2.4	22.3	3.7	1,088,884	31.4	38,555	48,829	410,655	23.1	15,514	18,415	.0216	.0205
Monroe	715.5	716.3	.1	276.2	1.2	13,682,464	19.6	41,904	49,538	6,979,348	23.1	20,765	25,269	.3032	.2715
Ontario	95.8	97.3	1.6	36.3	2.8	2,113,329	38.4	43,267	58,218	1,052,875	24.2	24,021	29,005	.0419	.0407
Orleans	42.8	44.4	3.7	15.1	3.4	732,353	36.8	36,663	48,500	230,804	40.3	11,267	15,285	.0133	.0133
Wayne	90.2	93.7	3.9	33.9	4.6	1,378,371	22.9	34,622	40,660	539,629	26.9	13,126	15,918	.0293	.0270
SYRACUSE	662.7	667.7	.8	248.9	1.6	11,524,725	22.9	38,285	46,303	6,016,305	25.3	19,590	24,172	.2572	.2252
Madison	70.2	71.2	1.4	24.2	2.1	1,290,686	37.3	39,677	53,334	498,046	34.8	15,586	20,580	.0242	.0239
Onondaga	469.0	468.2	-.2	179.6	.8	8,363,027	20.4	38,976	46,565	4,701,521	23.7	21,321	26,178	.1928	.1735
Oswego	123.5	128.3	3.9	45.1	4.6	1,871,012	25.2	34,659	41,486	816,738	29.5	14,638	18,109	.0402	.0378
UTICA–ROME	316.1	307.7	-2.7	114.3	-2.1	5,080,942	28.0	33,993	44,453	2,641,025	29.4	17,472	23,106	.1117	.1046
Herkimer	65.7	65.1	-.9	24.9	.0	936,085	27.0	29,610	37,594	444,436	26.4	14,122	17,849	.0209	.0194
Oneida	250.4	242.6	-3.1	89.4	-2.7	4,144,857	28.2	35,180	46,363	2,196,589	30.0	18,380	24,570	.0908	.0852
TOTAL METRO COUNTIES	16,542.9	16,932.3	2.4	6,230.3	2.2	361,158,610	29.4	45,758	57,968	143,626,609	27.7	18,447	23,053	6.8986	6.5272
TOTAL STATE	18,166.3	18,585.7	2.3	6,825.9	2.2	386,405,330	29.3	44,767	56,609	156,326,894	27.7	18,337	22,902	7.4575	7.0510

NORTH CAROLINA

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
ASHEVILLE	177.7	185.3	4.3	76.7	6.2	3,322,415	40.0	32,875	43,317	1,646,755	23.4	18,488	21,470	.0679	.0663
Buncombe	177.7	185.3	4.3	76.7	6.2	3,322,415	40.0	32,875	43,317	1,646,755	23.4	18,488	21,470	.0679	.0663
BURLINGTON	109.9	114.0	3.7	45.5	4.8	2,130,956	42.8	34,375	46,834	1,114,450	23.8	20,738	24,493	.0435	.0428
Alamance	109.9	114.0	3.7	45.5	4.8	2,130,956	42.8	34,375	46,834	1,114,450	23.8	20,738	24,493	.0435	.0428
CHARLOTTE–GASTONIA–ROCK HILL	1,200.4	1,291.8	7.6	495.7	8.8	25,176,937	44.3	38,298	50,791	11,530,433	31.8	19,204	23,261	.4727	.4821
Cabarrus	101.0	106.2	5.1	40.7	6.3	1,865,966	37.0	35,573	45,847	894,014	28.8	18,123	21,966	.0377	.0370
Gaston	176.9	180.9	2.3	68.0	3.0	2,844,293	33.1	33,136	41,828	1,604,244	36.2	17,848	23,592	.0627	.0607
Lincoln	52.1	57.0	9.4	21.6	10.8	952,522	45.1	33,661	44,098	344,594	33.0	13,290	15,953	.0172	.0178
Mecklenburg	534.6	586.4	9.7	232.2	10.9	13,347,721	49.2	42,717	57,484	6,212,911	30.1	22,797	26,757	.2407	.2493
Rowan	112.6	118.1	4.9	45.9	6.0	1,831,974	34.8	31,390	39,912	616,323	21.0	11,768	13,428	.0355	.0343
Union	87.4	96.7	10.6	33.9	11.5	1,697,247	48.0	37,727	50,066	563,398	30.0	14,260	16,619	.0294	.0306
York, S. C.	*135.8*	*146.5*	*7.9*	*53.4*	*9.7*	*2,637,214*	*47.2*	*36,792*	*49,386*	*1,294,949*	*43.7*	*18,506*	*24,250*	*.0495*	*.0524*
FAYETTEVILLE	278.1	288.3	3.7	96.9	4.6	4,105,598	32.4	33,484	42,369	2,155,741	25.3	18,573	22,247	.0919	.0878
Cumberland	278.1	288.3	3.7	96.9	4.6	4,105,598	32.4	33,484	42,369	2,155,741	25.3	18,573	22,247	.0919	.0878

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N.C. (cont.)

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
GREENSBORO–WINSTON-SALEM–HIGH POINT	**961.1**	**1,010.7**	**5.2**	**485.3**	**6.7**	**18,289,348**	**33.8**	**35,961**	**45,125**	**9,470,854**	**28.9**	**19,339**	**23,368**	**.3802**	**.3685**
Davidson	129.2	135.9	5.2	53.0	6.0	2,246,454	37.1	32,762	42,386	869,589	37.2	12,680	16,407	.0426	.0426
Davie	28.8	32.2	11.8	12.7	13.4	586,425	42.3	36,798	46,175	146,920	32.6	9,894	11,569	.0097	.0099
Forsyth	270.7	284.2	5.0	116.7	6.5	5,178,581	26.0	37,506	44,375	3,016,154	22.7	22,426	25,845	.1170	.1082
Guilford	354.0	368.4	4.1	148.1	5.7	7,244,902	36.0	38,030	48,919	4,384,750	29.6	24,156	29,607	.1551	.1514
Randolph	109.5	117.8	7.6	46.0	8.7	1,895,120	41.2	31,722	41,198	735,775	40.8	12,353	15,995	.0353	.0361
Stokes	37.9	39.8	5.0	15.4	6.9	658,007	40.5	32,524	42,728	152,813	44.0	7,368	9,923	.0109	.0113
Yadkin	31.0	32.4	4.5	13.4	8.1	479,859	31.0	29,536	35,810	164,859	23.8	10,738	12,303	.0096	.0090
HICKORY–MORGANTON	**226.0**	**238.6**	**5.6**	**92.0**	**5.9**	**3,884,030**	**35.0**	**33,110**	**42,218**	**2,050,329**	**31.1**	**17,997**	**22,286**	**.0821**	**.0807**
Alexander	28.1	29.5	5.0	11.0	4.8	424,157	30.7	30,907	38,560	161,834	41.0	10,934	14,712	.0085	.0084
Burke	76.7	79.7	3.9	30.6	3.4	1,215,155	34.2	30,592	39,711	615,015	42.4	14,586	20,099	.0252	.0252
Catawba	121.2	129.4	6.8	50.4	7.7	2,244,718	36.3	35,198	44,538	1,273,480	25.2	21,739	25,267	.0484	.0471
JACKSONVILLE	**153.5**	**163.3**	**6.4**	**44.1**	**4.0**	**2,319,029**	**34.2**	**40,763**	**52,586**	**939,067**	**23.7**	**17,908**	**21,294**	**.0478**	**.0463**
Onslow	153.5	163.3	6.4	44.1	4.0	2,319,029	34.2	40,763	52,586	939,067	23.7	17,908	21,294	.0478	.0463
RALEIGH–DURHAM	**768.5**	**855.4**	**11.3**	**341.1**	**13.2**	**19,313,702**	**54.6**	**41,462**	**56,622**	**8,742,929**	**40.6**	**20,626**	**25,632**	**.3304**	**.3502**
Durham	186.9	200.0	7.0	81.2	9.0	4,398,872	52.7	38,661	54,173	2,156,761	49.7	19,343	26,561	.0770	.0839
Franklin	37.8	41.5	9.8	15.6	11.4	671,654	55.7	30,817	43,055	153,605	33.3	8,231	9,846	.0106	.0116
Orange	96.9	105.4	8.8	41.7	11.2	2,308,236	50.6	40,861	55,353	893,370	42.3	16,737	21,424	.0384	.0412
Wake	446.9	508.5	13.8	202.6	15.5	11,934,940	56.0	43,630	58,909	5,539,193	37.4	22,992	27,341	.2044	.2215
WILMINGTON	**123.0**	**130.2**	**5.9**	**52.9**	**7.3**	**2,481,794**	**44.3**	**34,897**	**46,915**	**1,625,507**	**39.7**	**23,603**	**30,728**	**.0520**	**.0536**
New Hanover	123.0	130.2	5.9	52.9	7.3	2,481,794	44.3	34,897	46,915	1,625,507	39.7	23,603	30,728	.0520	.0536
TOTAL METRO COUNTIES	**3,862.4**	**4,131.1**	**7.0**	**1,596.8**	**8.3**	**70,386,595**	**42.2**	**37,361**	**49,090**	**37,981,116**	**31.6**	**19,561**	**23,786**	**1.5190**	**1.5339**
TOTAL STATE	**6,777.2**	**7,175.2**	**5.9**	**2,766.0**	**7.2**	**124,053,221**	**41.2**	**34,068**	**44,849**	**61,131,413**	**32.7**	**17,862**	**22,101**	**2.4717**	**2.4868**
NORTH DAKOTA															
BISMARCK	**84.0**	**84.7**	**.8**	**32.1**	**1.9**	**1,597,756**	**36.5**	**37,161**	**49,774**	**1,079,814**	**46.5**	**23,404**	**33,639**	**.0344**	**.0351**
Burleigh	60.8	62.8	3.3	24.1	4.8	1,242,248	39.7	38,659	51,546	876,942	49.5	25,500	36,388	.0263	.0274
Morton	23.2	21.9	−5.6	8.0	−5.9	355,508	26.3	33,109	44,439	202,872	34.6	17,730	25,359	.0081	.0077
FARGO–MOORHEAD	**156.0**	**163.5**	**4.8**	**62.5**	**6.1**	**3,087,785**	**43.8**	**36,465**	**49,405**	**2,124,967**	**53.1**	**23,558**	**33,999**	**.0641**	**.0682**
Cass	105.3	112.7	7.0	44.9	8.3	2,287,131	45.1	38,077	50,938	1,664,004	55.0	25,929	37,060	.0472	.0510
Clay, Minn.	*50.7*	*50.8*	*.2*	*17.6*	*.6*	*800,654*	*40.1*	*32,632*	*45,492*	*460,963*	*46.7*	*17,950*	*26,191*	*.0169*	*.0172*
GRAND FORKS	**71.7**	**74.4**	**3.8**	**27.1**	**5.4**	**1,304,948**	**40.7**	**36,097**	**48,153**	**1,009,338**	**50.5**	**26,095**	**37,245**	**.0290**	**.0305**
Grand Forks	71.7	74.4	3.8	27.1	5.4	1,304,948	40.7	36,097	48,153	1,009,338	50.5	26,095	37,245	.0290	.0305
TOTAL METRO COUNTIES	**261.0**	**271.8**	**4.1**	**104.1**	**5.6**	**5,189,835**	**41.2**	**37,268**	**49,084**	**3,753,156**	**51.3**	**25,165**	**36,053**	**.1106**	**.1166**
TOTAL STATE	**634.3**	**628.7**	**−.9**	**244.0**	**1.5**	**10,888,191**	**35.9**	**33,333**	**44,611**	**6,781,406**	**45.2**	**19,434**	**27,793**	**.2343**	**.2356**
OHIO															
AKRON	**661.2**	**669.8**	**1.3**	**256.9**	**2.4**	**12,695,391**	**33.3**	**37,973**	**49,418**	**6,483,313**	**39.9**	**18,469**	**25,237**	**.2542**	**.2536**
Portage	144.0	144.9	.6	50.4	1.6	2,735,109	41.8	36,881	54,268	1,125,863	48.4	15,295	22,339	.0496	.0511
Summit	517.2	524.9	1.5	206.5	2.6	9,960,282	31.1	37,749	48,234	5,357,450	38.3	19,251	25,944	.2066	.2013
CANTON	**395.1**	**397.6**	**.6**	**152.6**	**1.9**	**6,832,379**	**30.5**	**34,937**	**44,773**	**3,897,545**	**39.4**	**18,667**	**25,541**	**.1473**	**.1436**
Carroll	26.8	27.7	3.4	10.2	4.1	433,295	40.9	31,374	42,480	171,906	49.7	11,720	16,854	.0081	.0084
Stark	368.3	369.9	.4	142.4	1.7	6,399,084	29.9	35,186	44,937	3,725,639	38.9	19,153	26,163	.1391	.1352
CINCINNATI	**1,466.0**	**1,502.6**	**2.5**	**572.7**	**3.3**	**31,562,040**	**40.9**	**40,433**	**55,111**	**16,255,176**	**43.8**	**20,393**	**28,383**	**.6024**	**.6171**
Clermont	154.4	165.6	7.3	58.8	8.3	2,752,408	32.4	38,285	46,810	1,284,854	38.8	17,044	21,851	.0553	.0547
Hamilton	866.1	866.2	.0	343.0	1.0	19,131,516	38.5	40,668	55,777	10,570,381	43.5	21,691	30,817	.3748	.3794
Warren	117.4	125.7	7.1	43.3	7.4	2,754,647	50.5	45,409	63,618	1,105,267	54.9	17,709	25,526	.0457	.0497
Dearborn, Ind.	*40.0*	*43.9*	*9.8*	*15.6*	*10.6*	*798,974*	*52.2*	*37,238*	*51,216*	*324,512*	*52.1*	*15,150*	*20,802*	*.0137*	*.0151*
Boone, Ky.	*60.0*	*66.4*	*10.7*	*23.5*	*11.9*	*1,461,785*	*61.4*	*43,141*	*62,204*	*1,187,662*	*48.1*	*38,197*	*50,539*	*.0302*	*.0335*
Campbell, Ky.	*84.7*	*87.3*	*3.1*	*33.1*	*4.7*	*1,848,974*	*51.5*	*38,631*	*55,860*	*406,036*	*33.1*	*14,410*	*18,310*	*.0305*	*.0320*
Kenton, Ky.	*143.4*	*147.5*	*2.9*	*55.4*	*3.9*	*2,813,736*	*38.2*	*38,209*	*50,789*	*1,176,444*	*42.5*	*15,488*	*21,235*	*.0522*	*.0527*
CINCINNATI–HAMILTON CONSOLIDATED AREA	***1,763.5***	***1,816.4***	***3.0***	***686.3***	***3.8***	***37,170,440***	***39.6***	***40,362***	***54,161***	***18,602,940***	***42.9***	***19,608***	***27,106***	***.7105***	***.7286***
CLEVELAND	**1,828.8**	**1,819.8**	**−.5**	**714.1**	**.5**	**36,281,899**	**29.4**	**39,480**	**50,738**	**18,473,649**	**37.6**	**18,891**	**25,870**	**.7410**	**.7137**
Cuyahoga	1,400.3	1,372.8	−2.0	553.9	−.9	26,500,781	25.5	37,770	47,844	14,045,429	36.0	18,465	25,357	.5637	.5311
Geauga	83.2	89.5	7.6	30.2	9.8	1,966,413	36.5	52,004	65,113	538,208	41.1	13,772	17,821	.0323	.0323
Lake	216.8	221.4	2.1	83.6	3.1	5,068,265	43.2	43,641	60,625	2,681,540	40.0	23,626	32,076	.0962	.0983
Medina	125.5	135.3	7.8	46.4	8.2	2,696,440	41.3	44,487	58,113	1,208,452	49.8	18,800	26,044	.0488	.0510
CLEVELAND–AKRON–LORAIN CONSOLIDATED AREA	***2,739.5***	***2,738.1***	***−.1***	***1,066.5***	***.8***	***52,843,864***	***29.2***	***38,640***	***49,558***	***27,250,969***	***37.8***	***18,499***	***25,808***	***1.8916***	***1.8612***
COLUMBUS	**1,407.2**	**1,473.9**	**4.7**	**542.9**	**5.2**	**30,861,813**	**44.5**	**39,965**	**54,836**	**15,771,898**	**43.2**	**20,612**	**28,018**	**.5788**	**.6081**
Delaware	70.2	80.2	14.2	27.7	14.5	2,009,763	39.5	52,037	72,555	511,739	31.5	13,958	18,473	.0279	.0318
Fairfield	105.9	110.8	4.6	39.1	4.3	2,045,582	37.0	39,572	52,317	753,324	35.8	14,792	19,267	.0375	.0374
Franklin	981.0	1,022.5	4.2	405.2	5.1	22,248,632	45.2	39,732	54,908	12,502,121	43.1	22,657	30,854	.4267	.4448

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
Licking	130.1	136.2	4.7	50.6	5.4	2,410,494	38.2	36,328	47,638	1,252,939	49.2	17,498	24,762	.0474	.0489
Madison	37.7	37.7	.0	12.1	.0	645,566	35.1	39,490	53,353	257,974	30.5	16,340	21,320	.0127	.0122
Pickaway	49.7	50.8	2.2	15.8	.6	746,512	28.0	37,146	47,248	264,812	32.0	12,777	16,760	.0150	.0143
Union	32.6	34.8	6.7	12.4	8.8	755,264	53.5	43,171	60,908	228,669	52.3	13,167	18,441	.0116	.0127
DAYTON–SPRINGFIELD	**959.9**	**986.1**	**2.7**	**381.1**	**3.6**	**19,117,472**	**36.5**	**38,088**	**50,164**	**10,087,505**	**42.6**	**19,243**	**26,469**	**.3801**	**.3825**
Clark	148.6	152.9	2.9	57.6	3.6	2,618,899	36.4	34,523	45,467	1,503,714	46.9	18,408	26,106	.0543	.0552
Greene	139.2	146.4	5.2	52.3	6.3	3,145,609	48.2	43,154	60,145	1,255,140	53.7	16,594	23,999	.0528	.0568
Miami	94.5	98.8	4.6	37.0	5.4	1,819,878	35.2	38,347	49,186	918,319	40.7	18,591	24,819	.0363	.0363
Montgomery	577.6	588.0	1.8	234.2	2.8	11,533,086	33.9	37,824	49,245	6,410,332	39.9	20,120	27,371	.2367	.2342
HAMILTON–MIDDLETOWN	**297.5**	**313.8**	**5.5**	**113.6**	**6.3**	**5,608,408**	**33.2**	**39,373**	**49,370**	**2,347,772**	**37.0**	**16,037**	**20,667**	**.1081**	**.1065**
Butler	297.5	313.8	5.5	113.6	6.3	5,608,408	33.2	39,373	49,370	2,347,772	37.0	16,037	20,667	.1081	.1065
LIMA	**155.8**	**159.3**	**2.2**	**57.6**	**3.2**	**2,421,484**	**27.2**	**34,107**	**42,040**	**1,768,262**	**40.7**	**22,517**	**30,699**	**.0584**	**.0572**
Allen	110.6	112.2	1.4	40.3	2.0	1,615,340	22.7	33,316	40,083	1,362,293	38.4	24,912	33,804	.0425	.0407
Auglaize	45.2	47.1	4.2	17.3	6.1	806,144	37.3	36,023	46,598	405,969	49.0	16,716	23,466	.0159	.0165
LORAIN–ELYRIA	**272.5**	**269.3**	**–1.2**	**95.3**	**–.5**	**3,916,574**	**17.6**	**34,753**	**41,097**	**2,293,247**	**33.9**	**17,879**	**24,063**	**.0944**	**.0861**
Lorain	272.5	269.3	–1.2	95.3	–.5	3,916,574	17.6	34,753	41,097	2,293,247	33.9	17,879	24,063	.0944	.0861
MANSFIELD	**126.1**	**131.0**	**3.9**	**50.4**	**4.8**	**2,188,046**	**33.0**	**34,209**	**43,414**	**1,353,957**	**38.7**	**20,296**	**26,864**	**.0481**	**.0475**
Richland	126.1	131.0	3.9	50.4	4.8	2,188,046	33.0	34,209	43,414	1,353,957	38.7	20,296	26,864	.0481	.0475
PARKERSBURG–MARIETTA	**148.6**	**149.2**	**.4**	**58.7**	**1.7**	**2,598,048**	**40.4**	**32,077**	**44,260**	**1,466,009**	**35.1**	**18,812**	**24,975**	**.0543**	**.0542**
Washington	62.0	61.3	–1.1	23.6	.0	1,051,793	38.1	32,280	44,568	500,915	37.5	15,440	21,225	.0211	.0208
Wood, W. Va.	*86.6*	*87.9*	*1.5*	*35.1*	*2.9*	*1,546,255*	*42.0*	*31,937*	*44,053*	*965,094*	*33.8*	*21,146*	*27,496*	*.0332*	*.0334*
STEUBENVILLE–WEIRTON	**140.8**	**138.6**	**–1.6**	**54.7**	**.0**	**2,341,960**	**36.5**	**31,356**	**42,815**	**1,093,951**	**40.7**	**14,217**	**19,999**	**.0469**	**.0464**
Jefferson	79.1	76.0	–3.9	30.0	–2.9	1,354,631	38.0	31,778	45,154	737,107	43.1	16,669	24,570	.0278	.0278
Brooke, W. Va.	*26.7*	*27.2*	*1.9*	*10.6*	*5.0*	*514,846*	*49.1*	*34,179*	*48,570*	*152,028*	*40.2*	*10,738*	*14,342*	*.0086*	*.0089*
Hancock, W. Va.	*35.0*	*35.4*	*1.1*	*14.1*	*2.9*	*472,483*	*21.8*	*28,324*	*33,509*	*204,816*	*32.9*	*11,250*	*14,526*	*.0105*	*.0097*
TOLEDO	**619.0**	**637.7**	**3.0**	**241.8**	**3.9**	**10,818,527**	**27.1**	**36,561**	**44,742**	**6,581,249**	**40.7**	**20,088**	**27,218**	**.2399**	**.2229**
Fulton	39.1	41.0	4.9	14.8	7.2	776,633	48.5	37,887	52,475	381,149	52.2	18,141	25,753	.0142	.0152
Lucas	465.0	476.6	2.5	184.1	3.1	7,876,031	23.6	35,678	42,781	5,184,881	39.3	20,847	28,163	.1834	.1753
Wood	114.9	120.1	4.5	42.9	6.2	2,165,863	34.0	40,014	50,486	1,015,219	44.4	17,400	23,665	.0423	.0424
YOUNGSTOWN–WARREN	**489.2**	**482.9**	**–1.3**	**186.5**	**.0**	**7,442,312**	**23.2**	**32,383**	**39,905**	**4,968,504**	**37.2**	**19,414**	**26,641**	**.1792**	**.1690**
Mahoning	262.5	257.8	–1.8	100.1	–.5	4,042,727	27.1	31,624	40,387	2,796,544	39.0	20,002	27,938	.0965	.0926
Trumbull	226.7	225.1	–.7	86.4	.6	3,399,585	18.9	33,273	39,347	2,171,960	35.0	18,726	25,138	.0827	.0764
TOTAL METRO COUNTIES	**8,619.9**	**8,763.1**	**1.7**	**3,361.6**	**2.5**	**167,050,872**	**34.0**	**38,012**	**49,694**	**89,291,770**	**40.5**	**19,384**	**26,562**	**3.3979**	**3.3656**
TOTAL STATE	**10,918.7**	**11,123.7**	**1.9**	**4,229.3**	**2.7**	**203,617,979**	**34.3**	**36,844**	**48,145**	**107,302,208**	**40.6**	**18,534**	**25,371**	**4.1514**	**4.1170**

OKLAHOMA

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
ENID	**54.8**	**51.1**	**–6.8**	**20.2**	**–6.9**	**756,701**	**21.7**	**28,656**	**37,460**	**502,096**	**26.1**	**18,344**	**24,856**	**.0192**	**.0172**
Garfield	54.8	51.1	–6.8	20.2	–6.9	756,701	21.7	28,656	37,460	502,096	26.1	18,344	24,856	.0192	.0172
LAWTON	**111.9**	**114.9**	**2.7**	**38.7**	**2.4**	**1,764,506**	**44.5**	**32,300**	**45,594**	**946,380**	**39.5**	**17,948**	**24,454**	**.0364**	**.0371**
Comanche	111.9	114.9	2.7	38.7	2.4	1,764,506	44.5	32,300	45,594	946,380	39.5	17,948	24,454	.0364	.0371
OKLAHOMA CITY	**968.0**	**993.4**	**2.6**	**383.1**	**3.2**	**17,627,595**	**40.1**	**33,891**	**46,013**	**9,979,179**	**37.6**	**19,540**	**26,048**	**.3646**	**.3669**
Canadian	76.2	80.1	5.1	27.7	5.7	1,475,747	48.5	37,938	53,276	493,080	37.1	13,730	17,801	.0253	.0263
Cleveland	179.6	192.9	7.4	71.8	8.6	3,317,927	43.9	34,893	46,211	1,297,344	33.7	14,683	18,069	.0611	.0624
Logan	29.0	29.4	1.4	10.1	.0	433,267	38.4	31,002	42,898	127,549	34.8	9,370	12,629	.0080	.0080
McClain	23.0	23.9	3.9	8.8	4.8	328,777	33.0	29,420	37,361	167,044	45.9	13,628	18,982	.0070	.0070
Oklahoma	601.7	608.8	1.2	243.0	1.8	11,189,418	39.2	33,916	46,047	7,425,162	38.1	22,526	30,556	.2446	.2446
Pottawatomie	58.5	58.3	–.3	21.7	.0	882,459	41.4	28,754	40,666	469,000	39.2	15,530	21,613	.0186	.0186
TULSA	**715.5**	**735.6**	**2.8**	**290.0**	**3.6**	**12,844,863**	**35.4**	**33,878**	**44,293**	**7,124,303**	**36.4**	**18,659**	**24,567**	**.2697**	**.2666**
Creek	60.9	61.7	1.3	23.0	2.2	815,573	29.8	27,921	35,460	293,848	37.8	9,479	12,776	.0168	.0161
Osage	41.1	39.9	–2.9	14.8	–2.6	536,832	21.7	29,022	36,272	115,636	30.9	5,812	7,813	.0106	.0097
Rogers	55.9	57.6	3.0	20.8	3.5	998,455	45.5	34,151	48,003	313,767	44.6	10,797	15,085	.0172	.0178
Tulsa	508.5	522.9	2.8	212.1	3.6	9,734,887	35.7	35,041	45,898	6,278,077	36.0	22,543	29,600	.2124	.2101
Wagoner	49.1	53.5	9.0	19.3	10.9	759,116	37.1	31,823	39,332	122,975	38.2	5,114	6,372	.0127	.0129
TOTAL METRO COUNTIES	**1,885.1**	**1,933.8**	**2.6**	**746.1**	**3.1**	**33,491,557**	**38.2**	**33,493**	**44,889**	**18,752,045**	**36.8**	**18,944**	**25,133**	**.6995**	**.6979**
TOTAL STATE	**3,157.8**	**3,225.5**	**2.1**	**1,243.8**	**2.7**	**51,369,329**	**38.6**	**30,594**	**41,300**	**27,852,847**	**37.9**	**16,678**	**22,393**	**1.0786**	**1.0797**

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1996 PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop (Thous.)	12/31/96 Total Pop (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
OREGON															
EUGENE-SPRINGFIELD	287.1	301.1	4.9	119.3	6.0	5,211,696	41.6	32,692	43,686	3,161,255	39.4	20,140	26,498	.1093	.1116
Lane	287.1	301.1	4.9	119.3	6.0	5,211,696	41.6	32,692	43,686	3,161,255	39.4	20,140	26,498	.1093	.1116
MEDFORD	151.4	168.1	11.0	66.4	12.0	2,709,951	42.9	31,971	40,813	2,196,143	47.7	25,082	33,074	.0619	.0655
Jackson	151.4	168.1	11.0	66.4	12.0	2,709,951	42.9	31,971	40,813	2,196,143	47.7	25,082	33,074	.0619	.0655
PORTLAND	1,276.5	1,388.1	8.7	545.6	9.1	28,945,080	47.0	39,335	53,032	17,295,401	53.2	22,551	31,688	.5507	.5954
Clackamas	288.7	316.9	9.8	118.2	10.4	6,930,179	47.9	43,751	58,631	3,119,302	46.6	19,874	26,390	.1208	.1289
Multnomah	591.4	616.1	4.2	256.1	4.6	12,164,432	40.3	35,411	47,499	7,944,805	48.0	21,922	31,022	.2513	.2610
Washington	328.5	379.8	15.6	145.7	16.2	8,478,533	56.4	43,239	58,192	5,650,801	66.6	27,053	38,784	.1545	.1795
Yamhill	67.9	75.3	10.9	25.8	11.2	1,371,936	50.7	39,252	53,176	580,493	45.3	17,222	22,500	.0241	.0260
PORTLAND-VANCOUVER CONSOLIDATED AREA	*1,526.7*	*1,675.8*	*9.8*	*652.8*	*10.0*	*34,362,437*	*47.4*	*39,302*	*52,639*	*19,455,041*	*53.4*	*21,371*	*29,802*	*.6420*	*.6958*
SALEM	286.4	314.2	9.7	114.8	9.8	5,288,878	45.7	34,706	46,070	2,802,781	45.3	18,435	24,414	.1030	.1089
Marion	234.9	255.2	8.6	92.9	8.4	4,472,740	47.6	35,371	48,146	2,541,168	44.4	20,538	27,354	.0882	.0935
Polk	51.5	59.0	14.6	21.9	15.9	816,138	36.3	31,688	37,267	261,613	55.5	8,901	11,946	.0148	.0154
TOTAL METRO COUNTIES	2,001.4	2,171.5	8.5	846.3	8.9	42,155,605	45.9	37,187	49,812	25,455,580	50.0	21,841	30,079	.8249	.8814
TOTAL STATE	2,912.8	3,141.2	7.8	1,227.0	8.5	57,732,379	44.9	35,234	47,052	34,543,088	48.5	20,575	28,152	1.1470	1.2162
PENNSYLVANIA															
ALLENTOWN-BETHLEHEM-EASTON	701.0	742.3	5.9	284.1	7.0	14,317,201	31.5	40,991	50,395	6,233,113	23.0	19,080	21,940	.2847	.2707
Carbon	58.0	61.4	5.9	24.0	6.7	1,007,656	37.0	32,689	41,986	296,643	22.3	10,779	12,360	.0183	.0180
Lehigh	296.4	312.1	5.3	122.5	6.4	6,266,087	31.4	41,420	51,152	3,423,117	25.7	23,669	27,944	.1322	.1259
Northampton	253.7	273.2	7.7	101.7	8.8	5,127,848	33.5	41,085	50,421	1,680,837	22.0	14,736	16,527	.0942	.0909
Warren, N. J.	*92.9*	*95.6*	*2.9*	*35.9*	*4.1*	*1,915,610*	*24.2*	*44,722*	*53,360*	*832,516*	*15.1*	*20,957*	*23,190*	*.0400*	*.0359*
ALTOONA	130.2	129.4	-.6	50.4	.2	2,057,739	29.8	31,529	40,828	1,181,236	22.1	19,229	23,437	.0475	.0442
Blair	130.2	129.4	-.6	50.4	.2	2,057,739	29.8	31,529	40,828	1,181,236	22.1	19,229	23,437	.0475	.0442
BEAVER COUNTY	184.2	179.6	-2.5	70.9	-.8	2,816,486	22.9	32,059	39,725	1,163,540	26.7	12,843	16,411	.0604	.0550
Beaver	184.2	179.6	-2.5	70.9	-.8	2,816,486	22.9	32,059	39,725	1,163,540	26.7	12,843	16,411	.0604	.0550
ERIE	275.4	274.8	-.2	102.7	1.0	4,804,927	31.8	35,854	46,786	2,335,327	30.6	17,583	22,739	.1001	.0956
Erie	275.4	274.8	-.2	102.7	1.0	4,804,927	31.8	35,854	46,786	2,335,327	30.6	17,583	22,739	.1001	.0956
HARRISBURG-LEBANON-CARLISLE	598.0	624.1	4.4	240.8	4.7	12,700,706	36.0	40,593	52,744	6,336,151	28.6	21,423	26,313	.2534	.2473
Cumberland	200.4	212.6	6.1	81.0	7.7	4,718,658	40.6	44,621	58,255	2,454,088	29.1	25,280	30,297	.0921	.0917
Dauphin	239.6	244.4	2.0	97.1	1.1	4,975,816	31.0	39,551	51,244	2,523,343	29.8	20,249	25,987	.1018	.0973
Lebanon	115.5	120.7	4.5	45.8	5.5	2,189,265	34.4	37,535	47,801	1,070,002	20.5	20,459	23,362	.0455	.0434
Perry	42.5	46.4	9.2	16.9	9.7	816,967	47.2	36,038	48,341	288,718	48.6	12,617	17,084	.0140	.0149
JOHNSTOWN	238.2	230.1	-3.4	89.1	-1.9	3,146,546	19.4	29,011	35,315	1,560,440	18.6	14,493	17,513	.0759	.0668
Cambria	160.4	153.4	-4.4	59.6	-2.8	2,016,557	14.8	28,647	33,835	1,021,318	11.9	14,891	17,136	.0512	.0436
Somerset	77.8	76.7	-1.4	29.5	.0	1,129,989	28.7	29,768	38,305	539,122	33.7	13,665	18,275	.0247	.0232
LANCASTER	437.6	475.5	8.7	172.1	10.0	9,215,513	40.1	42,047	53,547	3,997,761	25.7	20,342	23,229	.1751	.1738
Lancaster	437.6	475.5	8.7	172.1	10.0	9,215,513	40.1	42,047	53,547	3,997,761	25.7	20,342	23,229	.1751	.1738
PHILADELPHIA	4,924.1	5,097.1	3.5	1,880.1	4.3	115,292,000	35.7	47,143	61,322	43,601,079	24.1	19,486	23,191	2.1056	2.0335
Bucks	557.6	601.4	7.9	213.5	8.6	14,476,773	37.7	53,473	67,807	6,167,886	24.4	25,220	28,889	.2664	.2609
Chester	392.4	435.5	11.0	155.5	11.8	12,006,071	44.7	59,649	77,209	3,276,352	28.7	18,304	21,070	.1841	.1892
Delaware	551.4	562.1	1.9	210.5	3.6	12,954,800	31.6	48,441	61,543	4,813,686	18.7	19,964	22,868	.2423	.2267
Montgomery	687.5	711.9	3.5	272.7	5.1	20,912,099	35.2	59,585	76,685	8,540,125	20.6	27,283	31,317	.3781	.3605
Philadelphia	1,584.2	1,576.1	-.5	603.0	.2	26,993,625	31.2	34,191	44,766	9,218,315	23.7	12,382	15,287	.5235	.4928
Burlington, N. J.	*403.8*	*426.2*	*5.5*	*147.8*	*5.9*	*11,136,398*	*43.0*	*55,787*	*75,348*	*4,895,311*	*40.5*	*24,963*	*33,121*	*.1937*	*.1997*
Camden, N. J.	*511.7*	*535.3*	*4.6*	*191.4*	*5.3*	*11,526,765*	*33.8*	*47,398*	*60,223*	*4,421,645*	*20.1*	*20,253*	*23,102*	*.2164*	*.2060*
Gloucester, N. J.	*235.5*	*248.6*	*5.6*	*85.7*	*6.2*	*5,285,469*	*36.6*	*47,957*	*61,674*	*2,267,759*	*21.9*	*23,062*	*26,462*	*.1011*	*.0977*
PHILADELPHIA-WILMINGTON-TRENTON CONSOLIDATED AREA	*5,986.2*	*6,207.1*	*3.7*	*2,283.9*	*4.5*	*140,878,134*	*36.4*	*47,250*	*61,683*	*54,537,991*	*24.8*	*19,984*	*23,879*	*2.5759*	*2.4985*
PITTSBURGH	2,037.9	1,984.1	-2.6	805.2	-1.2	38,553,971	26.9	37,269	47,881	16,052,888	18.0	16,683	19,937	.7930	.7187
Allegheny	1,323.1	1,284.2	-2.9	529.9	-1.5	26,631,812	26.3	39,219	50,258	10,475,355	13.8	17,120	19,769	.5387	.4826
Fayette	143.9	140.5	-2.4	55.2	-.9	1,837,587	22.0	27,050	33,290	1,303,949	35.9	17,220	23,622	.0473	.0443
Washington	202.9	198.2	-2.3	77.0	-1.3	3,518,428	27.4	35,403	45,694	1,490,052	26.1	15,150	19,351	.0724	.0671
Westmoreland	368.0	361.2	-1.8	143.1	-.4	6,566,144	30.8	34,946	45,885	2,783,532	23.6	15,671	19,452	.1336	.1247
PITTSBURGH-BEAVER VALLEY CONSOLIDATED AREA	*2,222.1*	*2,163.7*	*-2.6*	*876.1*	*-1.2*	*41,370,457*	*26.6*	*36,849*	*47,221*	*17,216,428*	*18.6*	*16,373*	*19,651*	*.8524*	*.7737*
READING	342.8	361.2	5.4	138.1	6.2	6,767,204	30.1	40,026	49,002	3,103,267	21.8	19,602	22,471	.1387	.1306
Berks	342.8	361.2	5.4	138.1	6.2	6,767,204	30.1	40,026	49,002	3,103,267	21.8	19,602	22,471	.1387	.1306
SCRANTON-WILKES-BARRE	739.5	751.8	1.7	290.5	2.6	13,010,192	33.7	34,375	44,786	6,696,316	27.1	18,612	23,051	.2754	.2642
Columbia	63.5	63.7	.3	24.1	2.1	960,043	28.4	31,678	39,836	554,453	34.4	17,483	23,006	.0218	.0208
Lackawanna	218.3	216.6	-.8	84.8	.4	3,733,158	29.2	34,207	44,023	2,092,841	27.3	19,453	24,680	.0831	.0780
Luzerne	327.2	324.7	-.8	129.0	.4	5,549,532	30.7	33,031	43,020	2,640,298	20.7	17,019	20,467	.1187	.1102
Monroe	101.8	116.2	14.1	41.3	14.1	2,246,071	51.2	41,047	54,384	1,246,072	38.8	24,796	30,171	.0427	.0458
Wyoming	28.7	30.6	6.6	11.3	9.7	521,388	43.5	35,264	46,141	162,652	27.0	12,438	14,394	.0091	.0094

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
SHARON	**119.9**	**116.5**	**-2.8**	**44.8**	**-1.1**	**1,926,685**	**29.9**	**32,754**	**43,006**	**916,424**	**30.9**	**15,451**	**20,456**	**.0409**	**.0386**
Mercer	119.9	116.5	-2.8	44.8	-1.1	1,926,685	29.9	32,754	43,006	916,424	30.9	15,451	20,456	.0409	.0386
STATE COLLEGE	**126.0**	**130.5**	**3.6**	**45.0**	**3.9**	**2,109,359**	**32.9**	**36,650**	**46,875**	**972,544**	**19.5**	**18,793**	**21,612**	**.0447**	**.0422**
Centre	126.0	130.5	3.6	45.0	3.9	2,109,359	32.9	36,650	46,875	972,544	19.5	18,793	21,612	.0447	.0422
WILLIAMSPORT	**120.0**	**124.1**	**3.4**	**47.9**	**5.0**	**2,032,047**	**34.1**	**33,235**	**42,423**	**1,085,641**	**25.1**	**19,027**	**22,665**	**.0441**	**.0424**
Lycoming	120.0	124.1	3.4	47.9	5.0	2,032,047	34.1	33,235	42,423	1,085,641	25.1	19,027	22,665	.0441	.0424
YORK	**427.7**	**452.1**	**5.7**	**170.8**	**6.7**	**8,819,287**	**36.5**	**40,343**	**51,635**	**3,809,230**	**24.3**	**19,134**	**22,302**	**.1709**	**.1659**
Adams	80.9	87.4	8.0	31.6	9.3	1,563,222	39.7	38,733	49,469	477,671	40.3	11,782	15,116	.0270	.0276
York	346.8	364.7	5.2	139.2	6.1	7,256,065	35.9	40,698	52,127	3,331,559	22.4	20,753	23,934	.1439	.1383
TOTAL METRO COUNTIES	**10,158.6**	**10,367.5**	**2.1**	**3,971.7**	**3.0**	**207,705,621**	**32.7**	**40,593**	**52,296**	**86,627,726**	**23.1**	**18,263**	**21,811**	**4.0582**	**3.8502**
TOTAL STATE	**11,968.1**	**12,186.5**	**1.8**	**4,660.5**	**2.8**	**235,745,276**	**32.4**	**39,294**	**50,584**	**100,012,793**	**23.6**	**17,856**	**21,460**	**4.6653**	**4.4216**
RHODE ISLAND															
PROVIDENCE-PAWTUCKET-WOONSOCKET	**924.7**	**935.1**	**1.1**	**353.4**	**1.6**	**17,735,838**	**35.9**	**37,501**	**50,186**	**7,585,718**	**23.5**	**17,653**	**21,465**	**.3490**	**.3348**
Bristol	49.0	48.8	-.4	17.6	.0	1,037,670	30.8	45,079	58,959	256,845	15.7	12,613	14,593	.0181	.0169
Kent	163.2	168.3	3.1	65.4	4.0	3,419,489	36.0	39,977	52,286	1,859,661	20.8	24,469	28,435	.0720	.0684
Providence	600.0	600.4	.1	228.2	.4	10,612,345	33.2	35,055	46,505	4,459,776	24.4	15,785	19,543	.2131	.2024
Washington	112.5	117.6	4.5	42.2	5.0	2,666,334	50.3	44,135	63,183	1,009,436	27.2	19,745	23,920	.0458	.0471
TOTAL METRO COUNTIES	**924.7**	**935.1**	**1.1**	**353.4**	**1.6**	**17,735,838**	**35.9**	**37,501**	**50,186**	**7,585,718**	**23.5**	**17,653**	**21,465**	**.3490**	**.3348**
TOTAL STATE	**1,012.1**	**1,023.4**	**1.1**	**386.8**	**1.6**	**19,610,814**	**35.8**	**37,933**	**50,700**	**8,323,224**	**23.1**	**17,753**	**21,518**	**.3848**	**.3686**
SOUTH CAROLINA															
ANDERSON	**147.7**	**152.6**	**3.3**	**58.8**	**4.4**	**2,495,730**	**40.4**	**31,576**	**42,444**	**1,432,501**	**37.4**	**18,518**	**24,362**	**.0527**	**.0530**
Anderson	147.7	152.6	3.3	58.8	4.4	2,495,730	40.4	31,576	42,444	1,432,501	37.4	18,518	24,362	.0527	.0530
CHARLESTON	**524.3**	**563.5**	**7.5**	**199.1**	**8.3**	**9,462,324**	**45.9**	**35,285**	**47,525**	**4,461,294**	**25.2**	**19,384**	**22,407**	**.1870**	**.1885**
Berkeley	134.9	151.8	12.5	50.5	13.7	2,277,100	53.0	33,513	45,091	482,002	35.7	8,001	9,545	.0364	.0393
Charleston	300.6	309.0	2.8	113.9	4.2	5,541,373	40.7	36,039	48,651	3,452,927	22.5	25,788	30,315	.1230	.1190
Dorchester	88.8	102.7	15.7	34.7	15.3	1,643,851	55.3	35,160	47,373	526,365	35.4	12,916	15,169	.0276	.0302
CHARLOTTE-GASTONIA-ROCK HILL	**1,200.4**	**1,291.8**	**7.6**	**495.7**	**8.8**	**25,176,937**	**44.3**	**38,298**	**50,791**	**11,530,433**	**31.8**	**19,204**	**23,261**	**.4727**	**.4821**
York	135.8	146.5	7.9	53.4	9.7	2,637,214	47.2	36,792	49,386	1,294,949	43.7	18,506	24,250	.0495	.0524
Cabarrus, N. C.	*101.0*	*106.2*	*5.1*	*40.7*	*6.3*	*1,865,966*	*37.0*	*35,573*	*45,847*	*894,014*	*28.8*	*18,123*	*21,966*	*.0377*	*.0370*
Gaston, N. C.	*176.9*	*180.9*	*2.3*	*68.0*	*3.0*	*2,844,293*	*30.1*	*33,136*	*41,828*	*1,604,244*	*36.2*	*17,848*	*23,592*	*.0627*	*.0602*
Lincoln, N. C.	*52.1*	*57.0*	*9.4*	*21.6*	*10.8*	*952,522*	*45.1*	*33,661*	*44,098*	*344,594*	*33.0*	*13,290*	*15,953*	*.0172*	*.0178*
Mecklenburg, N. C.	*534.6*	*586.4*	*9.7*	*232.2*	*10.9*	*13,347,721*	*49.2*	*42,717*	*57,484*	*6,212,911*	*30.1*	*22,797*	*26,757*	*.2407*	*.2493*
Rowan, N. C.	*112.6*	*118.1*	*4.9*	*45.9*	*6.0*	*1,831,974*	*34.8*	*31,390*	*39,912*	*616,323*	*21.0*	*11,768*	*13,428*	*.0355*	*.0343*
Union, N. C.	*87.4*	*96.7*	*10.6*	*33.9*	*11.5*	*1,697,247*	*48.0*	*37,727*	*50,066*	*563,398*	*30.0*	*14,260*	*16,619*	*.0294*	*.0306*
COLUMBIA	**462.3**	**479.1**	**3.6**	**174.9**	**5.0**	**8,932,259**	**41.8**	**37,819**	**51,071**	**5,286,892**	**45.8**	**21,766**	**30,228**	**.1807**	**.1872**
Lexington	173.5	183.4	5.7	67.9	6.6	3,553,432	44.0	38,731	52,333	1,731,802	53.1	17,754	25,505	.0654	.0695
Richland	288.8	295.7	2.4	107.0	4.0	5,378,827	40.3	37,256	50,269	3,555,090	42.5	24,249	33,225	.1153	.1177
FLORENCE	**115.8**	**119.2**	**2.9**	**42.7**	**4.9**	**1,876,137**	**43.4**	**32,135**	**43,938**	**1,257,857**	**30.3**	**23,712**	**29,458**	**.0425**	**.0425**
Florence	115.8	119.2	2.9	42.7	4.9	1,876,137	43.4	32,135	43,938	1,257,857	30.3	23,712	29,458	.0425	.0425
GREENVILLE-SPARTANBURG	**655.3**	**692.7**	**5.7**	**264.2**	**7.0**	**12,636,886**	**45.7**	**35,137**	**47,831**	**7,014,541**	**40.9**	**20,160**	**26,550**	**.2500**	**.2596**
Greenville	327.4	343.6	4.9	133.5	6.0	6,735,460	44.8	36,952	50,453	3,773,911	36.2	22,010	28,269	.1339	.1370
Pickens	96.9	106.2	9.6	38.9	12.1	1,794,379	53.9	33,594	46,128	693,886	49.8	13,347	17,838	.0309	.0337
Spartanburg	231.0	242.9	5.2	91.8	6.4	4,107,047	43.7	33,110	44,739	2,546,744	46.1	20,200	27,742	.0852	.0889
TOTAL METRO COUNTIES	**2,164.9**	**2,284.5**	**5.5**	**842.3**	**6.8**	**39,868,805**	**43.5**	**35,224**	**47,333**	**21,851,183**	**37.9**	**20,080**	**25,942**	**.8042**	**.8243**
TOTAL STATE	**3,565.4**	**3,764.4**	**5.6**	**1,377.8**	**6.9**	**60,821,293**	**42.7**	**33,071**	**44,144**	**33,770,238**	**39.4**	**18,795**	**24,510**	**1.2514**	**1.2838**
SOUTH DAKOTA															
RAPID CITY	**84.2**	**93.0**	**10.5**	**35.8**	**12.6**	**1,850,044**	**46.1**	**39,831**	**51,677**	**1,365,276**	**57.1**	**27,323**	**38,136**	**.0380**	**.0416**
Pennington	84.2	93.0	10.5	35.8	12.6	1,850,044	46.1	39,831	51,677	1,365,276	57.1	27,323	38,136	.0380	.0416
SIOUX FALLS	**126.7**	**134.2**	**5.9**	**52.4**	**7.2**	**2,893,207**	**38.6**	**42,677**	**55,214**	**1,983,070**	**50.6**	**26,923**	**37,845**	**.0596**	**.0623**
Minnehaha	126.7	134.2	5.9	52.4	7.2	2,893,207	38.6	42,677	55,214	1,983,070	50.6	26,923	37,845	.0596	.0623
TOTAL METRO COUNTIES	**210.9**	**227.2**	**7.7**	**88.2**	**9.3**	**4,743,251**	**41.4**	**41,555**	**53,778**	**3,348,346**	**53.2**	**27,081**	**37,963**	**.0976**	**.1039**
TOTAL STATE	**702.5**	**725.0**	**3.2**	**274.4**	**4.8**	**12,774,978**	**35.9**	**35,882**	**46,556**	**7,117,606**	**45.6**	**18,663**	**25,939**	**.2619**	**.2650**
TENNESSEE															
CHATTANOOGA	**438.1**	**450.2**	**2.8**	**174.5**	**3.6**	**7,506,398**	**33.9**	**33,278**	**43,017**	**4,161,993**	**34.0**	**18,441**	**23,851**	**.1606**	**.1572**
Hamilton	288.1	293.8	2.0	116.5	3.1	5,504,703	35.3	36,010	47,251	3,218,515	32.8	21,454	27,627	.1172	.1146
Marion	25.1	26.0	3.6	9.8	5.4	311,563	29.2	25,939	31,792	175,618	40.9	13,402	17,920	.0074	.0071
Sequatchie	9.0	9.5	5.6	3.3	.0	129,810	40.6	27,978	39,336	52,895	38.7	11,555	16,029	.0025	.0026
Catoosa, Ga.	*43.6*	*46.5*	*6.7*	*17.1*	*6.2*	*580,794*	*26.8*	*28,458*	*33,965*	*324,419*	*40.6*	*14,329*	*18,972*	*.0133*	*.0130*
Dade, Ga.	*13.3*	*13.6*	*2.3*	*4.8*	*2.1*	*175,438*	*38.1*	*27,021*	*36,550*	*76,989*	*33.3*	*12,286*	*16,039*	*.0037*	*.0037*
Walker, Ga.	*59.0*	*60.8*	*3.1*	*23.0*	*4.5*	*804,090*	*30.5*	*28,004*	*34,960*	*313,557*	*36.4*	*10,449*	*13,633*	*.0165*	*.0162*

1996 PROJECTIONS

TENN. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop (Thous.)	12/31/96 Total Pop (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
CLARKSVILLE-HOPKINSVILLE	**172.4**	**180.4**	**4.6**	**60.3**	**5.8**	**2,685,471**	**38.9**	**33,913**	**44,535**	**1,424,002**	**35.0**	**18,503**	**23,615**	**.0570**	**.0568**
Montgomery	104.3	115.6	10.8	40.3	12.9	1,746,845	44.5	33,870	43,346	1,012,824	43.8	19,735	25,132	.0362	.0379
Christian, Ky.	*68.1*	*64.8*	*-4.8*	*20.0*	*-6.1*	*938,626*	*29.7*	*33,983*	*46,931*	*411,178*	*17.4*	*16,437*	*20,559*	*.0208*	*.0189*
JACKSON	**78.6**	**80.5**	**2.4**	**31.0**	**3.7**	**1,408,628**	**43.8**	**32,767**	**45,440**	**919,269**	**38.1**	**22,266**	**29,654**	**.0303**	**.0308**
Madison	78.6	80.5	2.4	31.0	3.7	1,408,628	43.8	32,767	45,440	919,269	38.1	22,266	29,654	.0303	.0308
JOHNSON CITY-KINGSPORT-BRISTOL	**438.0**	**444.5**	**1.5**	**176.1**	**2.6**	**7,050,222**	**34.9**	**30,462**	**40,035**	**3,489,549**	**33.1**	**15,275**	**19,816**	**.1481**	**.1442**
Carter	51.5	51.5	0	20.8	2.5	737,563	36.2	26,678	35,460	265,966	39.5	9,391	12,787	.0145	.0142
Hawkins	45.0	46.4	3.1	18.3	5.2	671,975	36.2	28,363	36,720	194,562	40.8	7,941	10,632	.0125	.0124
Sullivan	144.7	148.9	2.9	59.7	4.2	2,750,942	41.2	33,996	46,079	1,486,788	34.5	19,296	24,904	.0558	.0560
Unicoi	16.5	16.5	.0	6.6	.0	240,063	29.3	28,126	36,373	68,464	35.5	7,653	10,373	.0046	.0044
Washington	93.2	96.0	3.0	37.7	4.1	1,596,021	36.7	32,249	42,335	823,857	35.0	16,861	21,853	.0331	.0327
Bristol city, Va.	*18.1*	*17.0*	*-6.1*	*6.9*	*-6.8*	*217,120*	*15.3*	*23,438*	*31,467*	*284,141*	*21.2*	*31,672*	*41,180*	*.0080*	*.0068*
Scott, Va.	*22.9*	*21.9*	*-4.4*	*8.3*	*-5.7*	*231,576*	*13.2*	*23,245*	*27,901*	*144,740*	*27.8*	*12,869*	*17,439*	*.0064*	*.0056*
Washington, Va.	*46.1*	*46.3*	*.4*	*17.8*	*1.1*	*604,962*	*21.4*	*28,315*	*33,987*	*221,031*	*24.1*	*10,123*	*12,417*	*.0132*	*.0121*
KNOXVILLE	**614.7**	**644.2**	**4.8**	**257.6**	**6.3**	**11,865,592**	**41.7**	**34,551**	**46,062**	**6,843,847**	**37.8**	**20,492**	**26,568**	**.2423**	**.2465**
Anderson	69.3	72.6	4.8	29.5	5.7	1,385,887	43.0	34,726	46,979	705,255	49.5	16,913	23,907	.0263	.0275
Blount	87.9	93.3	6.1	37.0	7.6	1,607,483	39.0	33,624	43,445	986,847	37.6	20,855	26,672	.0342	.0346
Grainger	17.2	17.7	2.9	7.0	7.7	235,787	47.8	24,536	33,684	54,118	45.1	5,736	7,731	.0040	.0043
Jefferson	33.4	34.9	4.5	13.6	7.9	570,365	49.1	30,361	41,939	226,267	56.8	11,452	16,637	.0101	.0109
Knox	339.9	352.3	3.6	142.4	5.0	6,981,012	40.5	36,653	49,024	4,194,321	34.2	23,050	29,455	.1448	.1451
Sevier	53.0	58.4	10.2	22.5	10.8	905,761	48.2	30,115	40,256	650,470	43.9	22,263	28,910	.0198	.0210
Union	14.0	15.0	7.1	5.6	9.8	179,297	42.2	24,726	32,017	26,569	40.6	3,706	4,744	.0031	.0031
MEMPHIS	**1,003.3**	**1,057.2**	**5.4**	**389.0**	**6.5**	**19,768,336**	**45.0**	**37,346**	**50,818**	**8,754,860**	**25.2**	**19,149**	**22,506**	**.3772**	**.3780**
Shelby	839.1	871.1	3.8	323.9	5.0	16,600,075	42.0	37,882	51,251	7,630,132	23.6	20,017	23,557	.3247	.3196
Tipton	39.1	44.0	12.5	15.6	14.7	677,251	60.7	30,981	43,414	200,659	52.2	9,694	12,863	.0109	.0123
Crittenden, Ark.	*50.6*	*52.9*	*4.5*	*18.4*	*5.7*	*765,749*	*44.7*	*30,404*	*41,617*	*506,793*	*26.7*	*22,982*	*27,543*	*.0177*	*.0176*
De Soto, Miss.	*74.5*	*89.2*	*19.7*	*31.1*	*21.5*	*1,725,261*	*72.8*	*38,996*	*55,475*	*417,276*	*46.7*	*11,112*	*13,417*	*.0239*	*.0285*
NASHVILLE	**1,016.4**	**1,106.7**	**8.9**	**429.3**	**10.5**	**23,030,188**	**48.9**	**39,806**	**53,646**	**11,890,065**	**45.0**	**21,108**	**27,696**	**.4226**	**.4514**
Cheatham	28.6	32.9	15.0	11.5	15.0	565,998	57.1	36,020	49,217	94,367	47.3	6,407	8,206	.0081	.0092
Davidson	517.8	538.9	4.1	224.6	6.2	11,597,783	41.4	38,792	51,638	7,639,536	40.5	25,713	34,014	.2403	.2459
Dickson	36.5	40.9	12.1	15.6	14.7	660,423	53.1	31,714	42,335	323,689	48.6	16,014	20,749	.0123	.0134
Robertson	43.1	48.0	11.4	17.4	13.0	821,071	50.3	35,485	47,188	288,923	42.5	13,167	16,605	.0140	.0151
Rutherford	125.1	141.4	13.0	51.5	15.7	2,662,249	59.2	37,579	51,694	1,231,408	60.8	17,206	23,911	.0449	.0514
Sumner	107.9	122.2	13.3	44.3	14.8	2,410,542	56.7	39,840	54,414	807,075	50.5	13,893	18,218	.0379	.0425
Williamson	86.1	100.3	16.5	35.2	18.1	2,771,500	62.2	57,345	78,736	963,755	55.3	20,829	27,379	.0399	.0461
Wilson	71.3	82.1	15.1	29.2	15.4	1,540,622	52.4	39,961	52,761	541,312	50.6	14,211	18,538	.0252	.0278
TOTAL METRO COUNTIES	**3,363.3**	**3,550.7**	**5.5**	**1,370.4**	**6.9**	**67,271,219**	**43.5**	**36,565**	**49,089**	**34,783,461**	**36.2**	**19,912**	**25,382**	**1.3146**	**1.3425**
TOTAL STATE	**4,960.1**	**5,200.8**	**4.9**	**2,006.1**	**6.2**	**90,964,472**	**42.2**	**33,873**	**45,344**	**45,759,044**	**37.1**	**17,677**	**22,810**	**1.7989**	**1.8303**

TEXAS

METRO AREA County	12/31/91 Total Pop (Thous.)	12/31/96 Total Pop (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
ABILENE	**120.1**	**123.6**	**2.9**	**45.1**	**3.4**	**2,107,579**	**38.5**	**34,908**	**46,731**	**1,348,243**	**44.7**	**21,374**	**29,895**	**.0453**	**.0462**
Taylor	120.1	123.6	2.9	45.1	3.4	2,107,579	38.5	34,908	46,731	1,348,243	44.7	21,374	29,895	.0453	.0462
AMARILLO	**189.6**	**197.1**	**4.0**	**76.8**	**5.5**	**3,498,315**	**38.1**	**34,797**	**45,551**	**2,667,883**	**39.3**	**26,312**	**34,738**	**.0805**	**.0811**
Potter	96.8	93.9	-3.0	35.8	-2.7	1,160,687	14.8	27,468	32,421	1,494,655	30.8	31,048	41,750	.0401	.0364
Randall	92.8	103.2	11.2	41.0	13.9	2,337,628	53.5	42,290	57,015	1,173,228	51.8	21,471	28,615	.0404	.0447
AUSTIN	**819.4**	**917.6**	**12.0**	**361.3**	**13.3**	**19,678,650**	**53.5**	**40,201**	**54,466**	**10,237,816**	**56.9**	**20,462**	**28,336**	**.3439**	**.3848**
Hays	68.6	76.5	11.5	25.9	10.7	1,195,980	43.4	35,650	46,177	583,905	49.7	16,668	22,545	.0230	.0244
Travis	601.8	667.9	11.0	274.0	12.7	15,021,618	53.1	40,336	54,823	8,523,789	57.9	22,195	31,109	.2679	.2996
Williamson	149.0	173.2	16.2	61.4	17.6	3,461,052	59.3	41,611	56,369	1,130,122	53.7	14,089	18,406	.0530	.0604
BEAUMONT-PORT ARTHUR	**357.7**	**349.5**	**-2.3**	**131.6**	**-1.1**	**5,649,441**	**25.1**	**33,921**	**42,929**	**3,728,229**	**37.1**	**20,432**	**28,330**	**.1336**	**.1262**
Hardin	41.1	40.5	-1.5	14.7	0	688,772	36.0	34,456	46,855	306,087	44.1	14,448	20,822	.0135	.0134
Jefferson	236.4	228.6	-3.3	87.6	-2.1	3,778,444	23.8	34,105	43,133	2,791,268	36.1	22,923	31,864	.0935	.0877
Orange	80.2	80.4	.2	29.3	1.4	1,182,225	23.7	33,078	40,349	630,874	38.5	15,763	21,532	.0266	.0251
BRAZORIA	**194.3**	**201.2**	**3.6**	**68.4**	**5.2**	**3,478,933**	**28.9**	**41,515**	**50,862**	**1,634,929**	**44.0**	**17,463**	**23,902**	**.0701**	**.0688**
Brazoria	194.3	201.2	3.6	68.4	5.2	3,478,933	28.9	41,515	50,862	1,634,929	44.0	17,463	23,902	.0701	.0688
BROWNSVILLE-HARLINGEN	**267.2**	**287.6**	**-7.6**	**80.1**	**6.9**	**2,968,286**	**44.3**	**27,460**	**37,057**	**2,215,402**	**53.5**	**19,266**	**27,658**	**.0725**	**.0773**
Cameron	267.2	287.6	7.6	80.1	6.9	2,968,286	44.3	27,460	37,057	2,215,402	53.5	19,266	27,658	.0725	.0773
BRYAN-COLLEGE STATION	**124.5**	**130.3**	**4.7**	**47.4**	**6.0**	**1,866,870**	**31.4**	**31,779**	**39,385**	**1,230,290**	**46.0**	**18,857**	**25,955**	**.0428**	**.0429**
Brazos	124.5	130.3	4.7	47.4	6.0	1,866,870	31.4	31,779	39,385	1,230,290	46.0	18,857	25,955	.0428	.0429
CORPUS CHRISTI	**353.0**	**364.2**	**3.2**	**123.4**	**3.3**	**5,843,884**	**38.5**	**35,300**	**47,357**	**3,524,775**	**46.2**	**20,180**	**28,564**	**.1242**	**.1269**
Nueces	294.3	304.7	3.5	104.6	3.8	5,191,406	41.6	36,379	49,631	3,191,833	47.6	21,455	30,515	.1081	.1120
San Patricio	58.7	59.5	1.4	18.8	.5	652,478	18.3	29,485	34,706	332,942	33.8	13,307	17,710	.0161	.0149
DALLAS	**2,665.1**	**2,945.2**	**10.5**	**1,100.0**	**10.7**	**67,846,931**	**47.7**	**46,217**	**61,679**	**37,248,562**	**52.0**	**24,648**	**33,862**	**1.2299**	**1.3324**
Collin	286.8	337.6	17.7	124.2	19.1	10,192,651	62.7	60,067	82,066	3,545,755	56.2	21,768	28,549	.1441	.1675
Dallas	1,908.5	2,056.7	7.8	775.6	7.7	46,618,459	44.0	44,941	60,106	29,359,269	51.9	26,827	37,854	.9029	.9638
Denton	295.0	344.2	16.7	129.3	17.5	7,190,322	47.0	44,457	55,610	2,767,447	48.2	16,977	21,403	.1196	.1293
Ellis	90.6	105.9	16.9	36.1	18.4	1,927,048	60.6	39,337	53,381	678,580	44.1	15,439	18,797	.0310	.0348
Kaufman	55.8	65.8	17.9	22.5	18.4	1,108,637	59.9	36,486	49,273	619,974	58.7	20,560	27,554	.0202	.0232
Rockwall	28.4	35.0	23.2	12.3	25.5	809,814	56.8	52,696	65,839	277,537	59.1	17,800	22,564	.0121	.0138

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
DALLAS-FORT WORTH CONSOLIDATED AREA	*4,061.9*	*4,514.6*	*11.1*	*1,687.0*	*11.5*	*102,563,017*	*49.8*	*45,235*	*60,796*	*54,671,848*	*52.3*	*23,728*	*32,408*	*1.8294*	*1.9992*
EL PASO	**617.2**	**689.8**	**11.8**	**207.0**	**11.6**	**8,704,726**	**45.4**	**32,276**	**42,052**	**5,704,507**	**53.5**	**20,034**	**27,558**	**.1900**	**.2057**
El Paso	617.2	689.8	11.8	207.0	11.6	8,704,726	45.4	32,276	42,052	5,704,507	53.5	20,034	27,558	.1900	.2057
FORT WORTH-ARLINGTON	**1,396.8**	**1,569.4**	**12.4**	**587.0**	**13.1**	**34,716,086**	**54.3**	**43,354**	**59,142**	**17,423,286**	**52.8**	**21,965**	**29,682**	**.5995**	**.6668**
Johnson	101.8	114.2	12.2	39.5	12.9	2,032,616	52.9	37,972	51,459	835,438	50.1	15,903	21,150	.0350	.0385
Parker	69.3	81.4	17.5	28.6	16.3	1,551,198	58.4	39,798	54,238	511,337	37.3	15,136	17,879	.0246	.0274
Tarrant	1,225.7	1,373.8	12.1	518.9	12.9	31,132,272	54.1	43,954	59,997	16,076,511	53.5	22,793	30,982	.5399	.6009
GALVESTON-TEXAS CITY	**219.8**	**226.5**	**3.0**	**85.4**	**3.6**	**3,776,189**	**22.3**	**37,466**	**44,218**	**2,212,879**	**39.4**	**19,271**	**25,912**	**.0850**	**.0806**
Galveston	219.8	226.5	3.0	85.4	3.6	3,776,189	22.3	37,466	44,218	2,212,879	39.4	19,271	25,912	.0850	.0806
HOUSTON	**3,370.6**	**3,549.1**	**5.3**	**1,272.0**	**5.4**	**78,609,374**	**44.0**	**45,243**	**61,800**	**35,587,346**	**41.7**	**20,803**	**27,977**	**1.4115**	**1.4628**
Fort Bend	242.1	282.5	16.7	87.9	16.3	6,405,267	57.1	53,944	72,870	1,262,595	36.7	12,215	14,364	.0990	.0989
Harris	2,862.0	2,982.0	4.2	1,085.0	4.4	66,688,776	42.5	45,008	61,464	32,313,689	41.7	21,936	29,782	1.2265	1.2645
Liberty	53.4	53.4	.0	18.5	.5	819,442	38.8	32,088	44,294	390,472	46.0	14,534	21,107	.0165	.0166
Montgomery	189.4	207.1	9.3	73.2	10.7	4,332,762	50.0	43,694	59,191	1,347,907	49.4	13,648	18,414	.0685	.0741
Waller	23.7	24.1	1.7	7.4	.0	363,127	36.7	35,893	49,071	272,683	28.0	28,778	36,849	.0090	.0087
HOUSTON-GALVESTON-BRAZORIA CONSOLIDATED AREA	*3,704.7*	*3,976.8*	*5.1*	*1,425.8*	*5.3*	*85,864,496*	*42.2*	*44,591*	*60,222*	*39,435,154*	*41.7*	*20,549*	*27,658*	*1.5666*	*1.6122*
KILLEEN-TEMPLE	**262.6**	**284.2**	**8.2**	**94.4**	**8.9**	**4,550,088**	**48.7**	**35,302**	**48,200**	**1,985,077**	**41.9**	**16,135**	**21,028**	**.0845**	**.0898**
Bell	195.9	209.8	7.1	74.6	8.1	3,458,645	46.9	34,113	46,363	1,727,902	39.7	17,926	23,162	.0673	.0704
Coryell	66.7	74.5	11.7	19.8	11.9	1,091,443	54.4	39,937	55,123	257,175	58.7	9,153	12,989	.0172	.0194
LAREDO	**139.2**	**157.1**	**12.9**	**40.4**	**12.8**	**1,550,854**	**52.5**	**28,404**	**38,387**	**1,337,002**	**48.6**	**25,130**	**33,094**	**.0394**	**.0431**
Webb	139.2	157.1	12.9	40.4	12.8	1,550,854	52.5	28,404	38,387	1,337,002	48.6	25,130	33,094	.0394	.0431
LONGVIEW-MARSHALL	**163.6**	**167.7**	**2.5**	**63.2**	**3.3**	**2,826,267**	**37.5**	**33,597**	**44,719**	**2,044,965**	**46.0**	**22,888**	**32,357**	**.0636**	**.0651**
Gregg	105.3	106.8	1.4	41.2	2.5	1,874,779	34.6	34,645	45,504	1,622,291	45.1	27,803	39,376	.0454	.0460
Harrison	58.3	60.9	4.5	22.0	4.8	951,488	43.6	31,562	43,249	422,674	49.3	13,480	19,212	.0182	.0191
LUBBOCK	**226.5**	**236.2**	**4.3**	**87.2**	**5.2**	**3,858,566**	**35.2**	**34,422**	**44,250**	**2,853,965**	**40.9**	**24,438**	**32,729**	**.0893**	**.0897**
Lubbock	226.5	236.2	4.3	87.2	5.2	3,858,566	35.2	34,422	44,250	2,853,965	40.9	24,438	32,729	.0893	.0897
McALLEN-EDINBURG-MISSION	**405.5**	**467.2**	**15.2**	**125.1**	**15.0**	**4,719,960**	**57.7**	**27,511**	**37,729**	**3,218,126**	**58.6**	**18,646**	**25,724**	**.1056**	**.1200**
Hidalgo	405.5	467.2	15.2	125.1	15.0	4,719,960	57.7	27,511	37,729	3,218,126	58.6	18,646	25,724	.1056	.1200
MIDLAND	**108.1**	**111.3**	**3.0**	**41.0**	**3.8**	**2,214,867**	**30.0**	**43,129**	**54,021**	**1,230,743**	**43.6**	**21,697**	**30,018**	**.0454**	**.0448**
Midland	108.1	111.3	3.0	41.0	3.8	2,214,867	30.0	43,129	54,021	1,230,743	43.6	21,697	30,018	.0454	.0448
ODESSA	**117.2**	**112.1**	**-4.4**	**40.3**	**-3.4**	**1,789,500**	**30.3**	**32,935**	**44,404**	**1,182,628**	**38.7**	**20,451**	**29,346**	**.0418**	**.0401**
Ector	117.2	112.1	-4.4	40.3	-3.4	1,789,500	30.3	32,935	44,404	1,182,628	38.7	20,451	29,346	.0418	.0401
SAN ANGELO	**100.6**	**106.7**	**6.1**	**38.8**	**7.2**	**1,866,183**	**46.3**	**35,242**	**48,098**	**1,106,548**	**54.8**	**19,752**	**28,519**	**.0368**	**.0396**
Tom Green	100.6	106.7	6.1	38.8	7.2	1,866,183	46.3	35,242	48,098	1,106,548	54.8	19,752	28,519	.0368	.0396
SAN ANTONIO	**1,355.4**	**1,507.6**	**11.2**	**527.4**	**12.3**	**23,815,750**	**41.9**	**35,734**	**45,157**	**15,134,400**	**53.9**	**20,938**	**28,696**	**.4942**	**.5282**
Bexar	1,232.2	1,365.3	10.8	475.5	11.8	21,630,456	42.0	35,811	45,490	13,879,319	53.5	21,251	29,189	.4504	.4810
Comal	54.8	63.5	15.9	24.1	17.6	1,090,756	43.8	37,011	45,260	748,909	60.8	22,723	31,075	.0223	0245
Guadalupe	68.4	78.8	15.2	27.8	16.3	1,094,536	37.7	33,251	39,372	506,172	53.1	13,837	18,208	.0215	.0227
SHERMAN-DENISON	**95.6**	**99.0**	**3.6**	**38.6**	**4.0**	**1,632,351**	**32.8**	**33,137**	**42,289**	**1,141,178**	**45.3**	**21,174**	**29,564**	**.0371**	**.0372**
Grayson	95.6	99.0	3.6	38.6	4.0	1,632,351	32.8	33,137	42,289	1,141,178	45.3	21,174	29,564	.0371	.0372
TEXARKANA	**120.8**	**122.5**	**1.4**	**46.2**	**2.2**	**1,942,874**	**34.3**	**31,995**	**42,054**	**1,276,556**	**38.3**	**20,427**	**27,631**	**.0442**	**.0434**
Bowie	82.1	82.9	1.0	31.3	1.6	1,388,891	33.7	33,738	44,374	947,174	36.0	22,614	30,261	.0320	.0311
Miller, Ark.	*38.7*	*39.6*	*2.3*	*14.9*	*3.5*	*553,983*	*36.1*	*28,267*	*37,180*	*329,382*	*45.2*	*15,751*	*22,106*	*.0122*	*.0123*
TYLER	**154.8**	**163.9**	**5.9**	**62.2**	**6.9**	**2,877,848**	**38.6**	**35,684**	**46,268**	**1,988,484**	**50.4**	**22,719**	**31,969**	**.0618**	**.0643**
Smith	154.8	163.9	5.9	62.2	6.9	2,877,848	38.6	35,684	46,268	1,988,484	50.4	22,719	31,969	.0618	.0643
VICTORIA	**74.4**	**74.7**	**.4**	**26.7**	**1.5**	**1,222,802**	**29.0**	**36,038**	**45,798**	**830,475**	**40.4**	**22,495**	**31,104**	**.0284**	**.0275**
Victoria	74.4	74.7	.4	26.7	1.5	1,222,802	29.0	36,038	45,798	830,475	40.4	22,495	31,104	.0284	.0275
WACO	**191.2**	**197.3**	**3.2**	**74.1**	**4.4**	**3,350,669**	**42.3**	**33,161**	**45,218**	**2,129,461**	**48.9**	**20,146**	**28,738**	**.0702**	**.0731**
McLennan	191.2	197.3	3.2	74.1	4.4	3,350,669	42.3	33,161	45,218	2,129,461	48.9	20,146	28,738	.0702	.0731
WICHITA FALLS	**122.3**	**123.4**	**.9**	**45.7**	**1.1**	**2,006,482**	**32.3**	**33,544**	**43,906**	**1,384,160**	**42.9**	**21,423**	**30,288**	**.0460**	**.0455**
Wichita	122.3	123.4	.9	45.7	1.1	2,006,482	32.3	33,544	43,906	1,384,160	42.9	21,423	30,288	.0460	.0455
TOTAL METRO COUNTIES	**14,294.4**	**15,442.5**	**8.0**	**5,521.9**	**8.5**	**298,416,242**	**44.7**	**40,497**	**54,042**	**163,278,533**	**48.4**	**21,614**	**29,569**	**5.7049**	**6.0412**
TOTAL STATE	**17,434.7**	**18,662.8**	**7.0**	**6,693.0**	**7.6**	**344,108,873**	**43.3**	**38,580**	**51,413**	**185,849,476**	**47.3**	**20,275**	**27,768**	**6.6717**	**7.0021**

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1996 PROJECTIONS

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
UTAH															
PROVO-OREM	**271.7**	**297.5**	**9.5**	**80.0**	**10.7**	**3,937,099**	**50.7**	**36,145**	**49,214**	**1,533,101**	**30.6**	**16,231**	**19,164**	**.0758**	**.0794**
Utah	271.7	297.5	9.5	80.0	10.7	3,937,099	50.7	36,145	49,214	1,533,101	30.6	16,231	19,164	.0758	.0794
SALT LAKE CITY-OGDEN	**1,103.5**	**1,202.3**	**9.0**	**390.7**	**9.3**	**20,192,321**	**47.3**	**38,358**	**51,682**	**10,097,882**	**36.6**	**20,682**	**25,846**	**.3927**	**.4092**
Davis	196.2	220.6	12.4	63.1	12.7	3,564,608	51.7	41,963	56,491	1,475,034	46.1	18,031	23,376	.0636	.0691
Salt Lake	745.6	807.1	8.2	268.6	8.7	13,707,248	46.3	37,944	51,032	7,003,366	34.9	21,018	26,074	.2700	.2789
Weber	161.7	174.6	8.0	59.0	8.5	2,920,465	47.0	36,527	49,499	1,619,482	36.0	21,886	27,449	.0591	.0612
TOTAL METRO COUNTIES	**1,375.2**	**1,499.8**	**9.1**	**470.7**	**9.5**	**24,129,420**	**47.8**	**37,986**	**51,263**	**11,630,983**	**35.8**	**19,933**	**24,710**	**.4685**	**.4886**
TOTAL STATE	**1,770.2**	**1,913.9**	**8.1**	**599.5**	**8.7**	**29,851,387**	**46.9**	**36,856**	**49,794**	**14,389,822**	**37.7**	**18,958**	**24,003**	**.5842**	**.6067**
VERMONT															
BURLINGTON	**140.4**	**148.1**	**5.5**	**55.4**	**6.9**	**3,196,042**	**42.4**	**43,338**	**57,690**	**1,489,297**	**25.2**	**22,956**	**26,883**	**.0609**	**.0603**
Chittenden	135.1	142.8	5.7	53.4	7.2	3,101,052	42.8	43,617	58,072	1,464,753	25.2	23,497	27,430	.0591	.0587
Grand Isle	5.3	5.3	.0	2.0	.0	94,990	30.5	36,382	47,495	24,544	29.1	9,508	12,272	.0018	.0016
TOTAL METRO COUNTIES	**140.4**	**148.1**	**5.5**	**55.4**	**6.9**	**3,196,042**	**42.4**	**43,338**	**57,690**	**1,489,297**	**25.2**	**22,956**	**26,883**	**.0609**	**.0603**
TOTAL STATE	**572.8**	**593.4**	**3.6**	**225.1**	**4.8**	**10,815,073**	**38.7**	**36,308**	**48,046**	**5,517,612**	**24.0**	**20,716**	**24,512**	**.2229**	**.2166**
VIRGINIA															
CHARLOTTESVILLE	**133.8**	**139.7**	**4.4**	**52.4**	**5.0**	**2,683,917**	**34.6**	**39,963**	**51,220**	**1,342,052**	**24.7**	**21,565**	**25,612**	**.0551**	**.0527**
Albemarle	69.7	73.3	5.2	26.7	6.0	1,431,725	27.2	44,671	53,623	264,982	21.7	8,643	9,924	.0242	.0226
Charlottesville city	40.6	41.0	1.0	16.7	3.1	861,596	49.6	35,559	51,593	1,029,987	25.8	50,555	61,676	.0244	.0240
Fluvanna	12.9	14.3	10.9	5.2	10.6	213,816	32.8	34,258	41,118	21,617	22.8	3,746	4,157	.0036	.0033
Greene	10.6	11.1	4.7	3.8	.0	176,780	34.6	34,570	46,521	25,466	17.4	5,710	6,702	.0029	.0028
DANVILLE	**107.6**	**103.7**	**-3.6**	**41.0**	**-2.4**	**1,463,392**	**20.3**	**28,963**	**35,692**	**785,492**	**17.1**	**15,977**	**19,158**	**.0359**	**.0315**
Danville city	53.1	52.1	-1.9	21.8	.0	763,018	25.3	27,945	35,001	661,948	17.0	25,948	30,365	.0218	.0193
Pittsylvania	54.5	51.6	-5.3	19.2	-5.0	700,374	15.3	30,062	36,478	123,544	17.3	5,216	6,435	.0141	.0122
LYNCHBURG	**142.3**	**140.1**	**-1.5**	**52.5**	**-.8**	**1,995,522**	**19.1**	**31,676**	**38,010**	**1,277,720**	**24.7**	**19,371**	**24,338**	**.0506**	**.0452**
Amherst	28.6	28.4	-.7	9.8	.0	370,770	20.0	31,527	37,834	138,385	22.7	11,513	14,121	.0082	.0074
Campbell	48.0	48.9	1.9	18.5	2.2	694,729	22.7	31,285	37,553	244,112	25.4	10,757	13,195	.0146	.0133
Lynchburg city	65.7	62.8	-4.4	24.2	-3.2	930,023	16.2	32,018	38,431	895,223	24.8	28,689	36,993	.0278	.0245
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS	**1,447.2**	**1,574.4**	**8.8**	**563.3**	**10.0**	**27,255,929**	**40.1**	**37,993**	**48,386**	**13,160,635**	**31.1**	**19,608**	**23,363**	**.5401**	**.5428**
Chesapeake city	161.5	185.1	14.6	64.5	16.4	3,028,834	39.8	39,119	46,938	1,340,937	31.9	18,344	20,790	.0585	.0596
Gloucester	32.3	37.9	17.3	14.0	18.6	562,419	42.4	33,466	40,173	216,052	31.7	13,906	15,432	.0105	.0109
Hampton city	136.1	140.7	3.4	53.1	4.9	2,418,472	34.1	35,631	45,546	1,669,758	26.7	26,048	31,446	.0566	.0543
James City	37.5	43.5	16.0	16.5	17.9	876,879	41.5	44,273	53,144	255,767	30.8	13,968	13,501	.0145	.0149
Newport News city	173.0	179.5	3.8	68.7	5.4	2,909,160	32.1	33,776	42,346	1,591,934	27.4	19,160	23,172	.0636	.0610
Norfolk city	266.0	275.3	3.5	94.6	4.4	4,327,256	36.7	34,931	45,743	2,390,472	29.6	20,352	25,269	.0938	.0917
Poquoson city	11.4	12.4	8.8	4.4	12.8	231,026	35.4	43,747	52,506	32,993	25.8	6,726	7,498	.0037	.0035
Portsmouth city	104.1	104.2	.1	39.6	1.8	1,392,487	22.2	29,293	35,164	759,787	24.9	15,641	19,187	.0335	.0307
Suffolk city	53.3	56.7	6.4	20.5	7.9	1,033,282	54.3	35,238	50,404	356,272	32.7	14,136	17,379	.0176	.0186
Virginia Beach city	415.8	477.3	14.8	166.0	15.6	9,213,416	47.0	43,661	55,515	3,816,524	34.0	19,828	22,991	.1638	.1718
Williamsburg city	11.9	12.5	5.0	4.2	13.5	248,511	61.7	41,541	59,169	537,169	51.6	95,766	127,897	.0088	.0099
York	44.3	49.3	11.3	17.2	13.2	1,012,217	45.9	45,640	58,850	192,970	32.6	9,574	11,219	.0152	.0159
RICHMOND-PETERSBURG	**886.6**	**936.6**	**5.6**	**364.0**	**7.0**	**18,446,664**	**34.6**	**40,281**	**50,678**	**8,421,853**	**24.2**	**19,937**	**23,137**	**.3651**	**.3516**
Charles City	6.2	5.8	-6.5	2.2	.0	82,057	19.9	31,104	37,299	7,338	35.5	2,462	3,335	.0015	.0013
Chesterfield	221.0	252.0	14.0	89.7	15.6	4,984,536	38.8	46,291	55,569	2,013,734	28.3	20,229	22,450	.0914	.0917
Colonial Heights city	16.0	15.5	-3.1	6.4	.0	388,806	44.0	42,174	60,751	192,815	36.8	22,022	30,127	.0072	.0072
Dinwiddie	20.9	20.8	-.5	7.5	.0	326,988	27.0	34,325	43,598	31,730	27.7	3,314	4,231	.0055	.0050
Goochland	14.7	15.6	6.1	5.6	9.8	341,857	33.9	50,072	61,046	49,892	22.8	7,969	8,909	.0052	.0051
Hanover	66.5	75.4	13.4	27.9	16.7	1,608,643	48.5	45,324	57,657	537,181	33.2	16,870	19,254	.0263	.0278
Henrico	225.0	241.9	7.5	101.2	9.6	5,034,651	31.6	41,443	49,750	2,252,353	22.4	19,938	22,256	.0994	.0945
Hopewell city	23.0	22.4	-2.6	9.0	.0	433,276	44.4	33,340	48,142	213,657	35.8	17,486	23,740	.0083	.0085
New Kent	11.1	12.9	16.2	4.4	12.8	270,815	59.5	43,532	61,549	35,906	35.8	6,779	8,160	.0035	.0041
Petersburg city	38.4	36.6	-4.7	14.0	-3.4	474,855	18.4	27,654	33,918	553,394	17.8	32,400	39,528	.0162	.0140
Powhatan	15.9	15.4	-3.1	4.2	-10.6	301,655	22.8	52,279	71,823	35,715	6.0	7,170	8,504	.0051	.0045
Prince George	27.8	29.3	5.4	8.9	6.0	640,483	54.2	49,463	71,964	48,364	29.4	4,448	5,434	.0084	.0091
Richmond city	200.1	193.0	-3.5	83.0	-2.0	3,558,042	26.2	33,294	42,868	2,449,774	20.5	23,998	29,515	.0871	.0788
ROANOKE	**225.0**	**224.7**	**-.1**	**90.9**	**1.0**	**3,990,217**	**25.7**	**35,259**	**43,897**	**2,579,302**	**23.4**	**23,239**	**28,375**	**.0947**	**.0872**
Botetourt	25.5	26.7	4.7	9.8	5.4	425,842	26.5	36,201	43,453	93,132	17.0	8,555	9,503	.0078	.0075
Roanoke	80.0	81.1	1.4	31.7	2.3	1,580,694	24.0	41,540	49,864	402,559	14.6	11,443	12,699	.0292	.0264
Roanoke city	95.4	92.0	-3.6	39.7	-2.5	1,512,405	24.9	29,745	38,096	1,467,742	23.9	29,114	36,971	.0433	.0394
Salem city	24.1	24.9	3.3	9.7	4.3	471,276	34.4	37,716	48,585	615,869	29.7	51,057	63,492	.0144	.0139
TOTAL METRO COUNTIES	**4,624.3**	**4,963.4**	**7.3**	**1,841.2**	**7.7**	**111,036,445**	**41.8**	**45,820**	**60,307**	**46,462,911**	**29.0**	**21,075**	**25,235**	**2.0081**	**2.0160**
TOTAL STATE	**6,348.1**	**6,726.9**	**6.0**	**2,504.2**	**6.6**	**137,670,205**	**39.7**	**41,953**	**54,976**	**58,785,108**	**28.4**	**19,485**	**23,475**	**2.5765**	**2.5574**

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
WASHINGTON															
BELLINGHAM	132.5	147.3	11.2	56.8	12.5	2,796,681	46.2	37,886	49,237	1,631,008	49.5	21,599	28,715	.0540	.0581
Whatcom	132.5	147.3	11.2	56.8	12.5	2,796,681	46.2	37,886	49,237	1,631,008	49.5	21,599	28,715	.0540	.0581
BREMERTON	199.4	225.2	12.9	83.1	14.0	4,370,154	47.4	40,656	52,589	1,834,829	55.7	16,161	22,080	.0748	.0817
Kitsap	199.4	225.2	12.9	83.1	14.0	4,370,154	47.4	40,656	52,589	1,834,829	55.7	16,161	22,080	.0748	.0817
OLYMPIA	168.3	187.1	11.2	72.1	11.3	3,585,977	45.1	38,143	49,736	1,889,402	57.0	18,570	26,205	.0662	.0720
Thurston	168.3	187.1	11.2	72.1	11.3	3,585,977	45.1	38,143	49,736	1,889,402	57.0	18,570	26,205	.0662	.0720
RICHLAND-KENNEWICK-PASCO	152.2	161.2	5.9	59.0	6.9	2,824,236	36.9	37,376	47,868	1,653,338	49.0	20,109	28,023	.0579	.0597
Benton	114.1	120.3	5.4	45.9	7.0	2,230,222	36.1	38,210	48,589	1,138,825	48.8	17,837	24,811	.0436	.0445
Franklin	38.1	40.9	7.3	13.1	6.5	594,014	40.1	34,469	45,345	514,513	49.2	28,031	39,276	.0143	.0152
SEATTLE	2,032.6	2,158.9	6.2	866.0	6.8	52,408,193	38.9	46,514	60,518	25,400,980	42.0	22,050	29,331	.9608	.9800
King	1,542.9	1,608.4	4.2	661.8	4.9	40,612,317	36.7	47,106	61,366	20,135,707	40.7	22,700	30,426	.7557	.7600
Snohomish	489.7	550.5	12.4	204.2	13.1	11,795,876	46.9	44,447	57,766	5,265,273	47.4	19,779	25,785	.2051	.2200
SEATTLE-TACOMA CONSOLIDATED AREA	*2,637.5*	*2,813.7*	*6.7*	*1,106.5*	*7.2*	*64,439,104*	*39.3*	*44,798*	*58,237*	*31,313,454*	*41.8*	*21,387*	*28,300*	*1.1919*	*1.2180*
SPOKANE	365.4	380.1	4.0	150.6	5.0	6,681,952	36.1	34,236	44,369	4,608,044	47.7	21,749	30,598	.1460	.1493
Spokane	365.4	380.1	4.0	150.6	5.0	6,681,952	36.1	34,236	44,369	4,608,044	47.7	21,749	30,598	.1460	.1493
TACOMA	604.9	654.8	8.2	240.5	8.6	12,030,911	41.1	38,509	50,025	5,912,474	40.9	18,957	24,584	.2311	.2380
Pierce	604.9	654.8	8.2	240.5	8.6	12,030,911	41.1	38,509	50,025	5,912,474	40.9	18,957	24,584	.2311	.2380
VANCOUVER	250.2	287.7	15.0	107.0	15.3	5,417,357	49.2	39,123	50,630	2,159,640	55.1	15,005	20,184	.0913	.1004
Clark	250.2	287.7	15.0	107.0	15.3	5,417,357	49.2	39,123	50,630	2,159,640	55.1	15,005	20,184	.0913	.1004
YAKIMA	191.7	199.5	4.1	69.7	4.5	2,867,039	34.7	31,906	41,134	1,808,352	46.6	18,489	25,945	.0609	.0648
Yakima	191.7	199.5	4.1	69.7	4.5	2,867,039	34.7	31,906	41,134	1,808,352	46.6	18,489	25,945	.0609	.0648
TOTAL METRO COUNTIES	4,097.2	4,401.8	7.4	1,704.8	8.0	92,982,500	40.2	42,815	54,542	46,898,067	44.7	20,527	27,509	1.7430	1.8040
TOTAL STATE	5,009.1	5,384.2	7.5	2,081.4	8.0	108,913,503	40.0	40,368	52,327	54,630,065	44.8	19,575	26,247	2.0892	2.1262

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S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
WEST VIRGINIA															
CHARLESTON	249.9	252.7	1.1	102.8	2.4	4,763,714	42.6	33,267	46,240	2,498,099	36.8	18,187	24,201	.0947	.0955
Kanawha	205.9	204.8	-.5	85.2	1.1	3,949,709	41.1	33,196	46,358	2,257,168	37.6	19,457	26,493	.0809	.0811
Putnam	44.0	47.9	8.9	17.6	9.3	814,005	50.3	33,641	46,250	240,931	29.7	11,538	13,689	.0138	.0144
HUNTINGTON-ASHLAND	311.0	311.3	.1	120.9	1.3	4,786,075	35.8	29,546	39,587	2,489,687	31.3	15,897	20,593	.1027	.1001
Cabell	95.8	94.7	-1.1	38.9	.3	1,694,851	39.7	31,273	43,569	1,128,228	28.9	22,563	29,003	.0382	.0373
Wayne	41.3	41.7	1.0	16.1	3.2	605,860	44.1	26,948	37,631	165,369	50.8	7,031	10,271	.0106	.0111
Boyd, Ky.	*50.7*	*50.0*	*-1.4*	*19.6*	*-.5*	*722,485*	*18.7*	*30,899*	*36,861*	*552,150*	*21.7*	*23,040*	*28,171*	*.0196*	*.0174*
Carter, Ky.	*24.3*	*24.3*	*.0*	*8.7*	*.0*	*332,147*	*44.6*	*26,404*	*38,178*	*144,849*	*38.7*	*12,002*	*16,649*	*.0067*	*.0068*
Greenup, Ky.	*36.9*	*37.8*	*2.4*	*14.0*	*3.7*	*508,989*	*23.7*	*30,476*	*36,356*	*133,325*	*26.1*	*7,833*	*9,523*	*.0101*	*.0093*
Lawrence, Ohio	*62.0*	*62.8*	*1.3*	*23.6*	*2.6*	*921,743*	*43.8*	*27,879*	*39,057*	*365,766*	*47.9*	*10,756*	*15,499*	*.0175*	*.0182*
PARKERSBURG-MARIETTA	148.6	149.2	.4	58.7	1.7	2,598,048	40.4	32,077	44,260	1,466,009	35.1	18,812	24,975	.0543	.0542
Wood	86.6	87.9	1.5	35.1	2.9	1,546,255	42.0	31,937	44,053	965,094	33.8	21,146	27,496	.0332	.0334
Washington, Ohio	*62.0*	*61.3*	*-1.1*	*23.6*	*.0*	*1,051,793*	*38.1*	*32,280*	*44,568*	*500,915*	*37.5*	*15,440*	*21,225*	*.0211*	*.0208*
STEUBENVILLE-WEIRTON	140.8	138.6	-1.6	54.7	.8	2,341,960	36.5	31,386	42,815	1,093,951	40.7	14,217	19,999	.0469	.0464
Brooke	26.7	27.2	1.9	10.6	5.0	514,846	49.1	34,179	48,570	152,028	40.2	10,738	14,342	.0086	.0089
Hancock	35.0	35.4	1.1	14.1	2.9	472,483	21.8	28,324	33,509	204,816	32.9	11,250	14,526	.0103	.0097
Jefferson, Ohio	*79.1*	*76.0*	*-3.9*	*30.0*	*-2.9*	*1,354,631*	*38.0*	*31,778*	*45,154*	*737,107*	*43.1*	*16,669*	*24,570*	*.0278*	*.0278*
WHEELING	157.1	153.5	-2.3	61.5	-1.1	2,430,298	32.0	29,601	39,517	1,379,910	32.9	16,692	22,436	.0541	.0519
Marshall	37.2	37.7	1.3	14.6	3.5	561,393	34.0	29,719	38,452	258,531	36.5	13,437	17,708	.0116	.0115
Ohio	50.3	49.8	-1.0	20.4	.0	919,076	39.9	32,201	45,053	420,490	28.1	16,093	20,608	.0182	.0179
Belmont, Ohio	*69.6*	*66.0*	*-5.2*	*26.5*	*-4.3*	*949,829*	*24.1*	*27,626*	*35,843*	*700,879*	*34.7*	*18,789*	*26,448*	*.0243*	*.0225*
TOTAL METRO COUNTIES	650.0	656.5	1.0	263.9	2.5	11,552,182	41.3	31,769	43,775	5,906,609	34.3	17,078	22,378	.2331	.2336
TOTAL STATE	1,784.3	1,797.8	.8	702.5	2.3	27,727,519	39.8	28,876	39,470	13,827,263	36.3	14,777	19,683	.5737	.5724
WISCONSIN															
APPLETON-OSHKOSH-NEENAH	321.0	337.6	5.2	125.5	6.4	6,051,942	33.3	38,468	48,223	3,285,714	33.7	20,820	26,181	.1265	.1243
Calumet	34.9	36.3	4.0	12.5	4.2	538,666	22.7	36,574	43,093	204,169	26.5	13,445	16,334	.0112	.0105
Outagamie	143.3	150.7	5.2	55.1	6.6	2,732,879	32.9	39,771	49,599	1,561,825	33.4	22,643	28,345	.0581	.0570
Winnebago	142.8	150.6	5.5	57.9	6.6	2,780,397	36.0	37,646	48,021	1,519,720	35.1	20,714	26,247	.0572	.0566
EAU CLAIRE	139.8	146.2	4.6	54.2	5.9	2,427,651	40.3	33,794	44,791	1,498,796	38.5	21,130	27,653	.0521	.0526
Chippewa	52.9	54.8	3.6	20.2	4.7	830,000	33.0	32,338	41,089	569,469	35.3	21,810	28,192	.0196	.0191
Eau Claire	86.9	91.4	5.2	34.0	6.6	1,597,651	44.4	34,675	46,990	929,327	40.6	20,719	27,333	.0325	.0335
GREEN BAY	197.4	202.8	2.7	76.5	4.1	3,961,820	37.1	39,320	51,788	2,426,479	38.0	23,930	31,719	.0833	.0831
Brown	197.4	202.8	2.7	76.5	4.1	3,961,820	37.1	39,320	51,788	2,426,479	38.0	23,930	31,719	.0833	.0831
JANESVILLE-BELOIT	139.6	140.8	.9	53.4	1.9	2,299,930	20.7	36,373	43,070	1,342,295	24.1	20,638	25,137	.0544	.0491
Rock	139.6	140.8	.9	53.4	1.9	2,299,930	20.7	36,373	43,070	1,342,295	24.1	20,638	25,137	.0544	.0491
KENOSHA	130.6	137.5	5.3	50.6	5.9	2,083,430	24.7	34,945	41,175	1,063,388	40.1	15,877	21,016	.0452	.0433
Kenosha	130.6	137.5	5.3	50.6	5.9	2,083,430	24.7	34,945	41,175	1,063,388	40.1	15,877	21,016	.0452	.0433
LA CROSSE	99.2	103.3	4.1	39.8	6.4	1,676,344	32.5	33,822	42,119	1,136,978	35.1	22,503	28,567	.0386	.0379
La Crosse	99.2	103.3	4.1	39.8	6.4	1,676,344	32.5	33,822	42,119	1,136,978	35.1	22,503	28,567	.0386	.0379
MADISON	374.6	392.5	4.8	153.4	5.4	8,794,828	42.9	42,265	57,333	4,141,331	30.7	21,762	26,997	.1643	.1652
Dane	374.6	392.5	4.8	153.4	5.4	8,794,828	42.9	42,265	57,333	4,141,331	30.7	21,762	26,997	.1643	.1652
MILWAUKEE	1,445.6	1,484.4	2.7	564.2	3.8	30,706,702	37.4	41,136	54,425	14,666,920	35.3	19,952	25,996	.5924	.5881
Milwaukee	961.9	974.3	1.3	384.0	2.5	18,521,778	35.8	36,412	48,234	9,247,676	32.6	18,618	24,082	.3736	.3656
Ozaukee	74.5	78.4	5.2	28.1	6.4	1,954,553	36.3	54,322	69,557	687,260	38.8	18,754	24,458	.0333	.0332
Washington	97.6	102.9	5.4	35.8	5.9	2,179,199	43.3	44,981	60,871	691,040	28.7	15,891	19,303	.0370	.0373
Waukesha	311.6	328.8	5.5	116.3	7.0	8,051,172	39.7	53,013	69,228	4,040,944	42.4	26,102	34,746	.1485	.1520
MILWAUKEE-RACINE CONSOLIDATED AREA	*1,622.0*	*1,664.3*	*2.6*	*629.9*	*3.7*	*34,277,706*	*37.2*	*41,080*	*54,418*	*16,375,713*	*35.1*	*19,956*	*25,997*	*.6623*	*.6571*
RACINE	176.4	179.9	2.0	65.7	2.3	3,571,004	37.0	40,605	54,353	1,708,793	33.1	19,992	26,009	.0699	.0690
Racine	176.4	179.9	2.0	65.7	2.3	3,571,004	37.0	40,605	54,353	1,708,793	33.1	19,992	26,009	.0699	.0690
SHEBOYGAN	105.0	108.6	3.4	41.0	4.9	1,805,860	25.4	36,819	44,045	849,560	28.4	16,922	20,721	.0385	.0360
Sheboygan	105.0	108.6	3.4	41.0	4.9	1,805,860	25.4	36,819	44,045	849,560	28.4	16,922	20,721	.0385	.0360
WAUSAU	116.9	121.6	4.0	44.1	4.8	2,138,861	36.8	37,141	48,500	1,033,688	30.0	18,881	23,440	.0433	.0426
Marathon	116.9	121.6	4.0	44.1	4.8	2,138,861	36.8	37,141	48,500	1,033,688	30.0	18,881	23,440	.0433	.0426
TOTAL METRO COUNTIES	3,340.6	3,458.5	3.5	1,307.5	4.6	67,520,160	36.6	39,558	51,641	34,801,452	34.2	20,269	26,005	1.3437	1.3287
TOTAL STATE	4,952.4	5,129.2	3.6	1,935.0	4.7	94,604,262	36.8	37,435	48,891	47,164,595	34.1	19,041	24,374	1.8975	1.8774
WYOMING															
CASPER	60.1	59.1	-1.7	23.5	.0	1,197,445	38.8	36,698	50,955	634,264	37.6	19,617	26,990	.0238	.0238
Natrona	60.1	59.1	-1.7	23.5	.0	1,197,445	38.8	36,698	50,955	634,264	37.6	19,617	26,990	.0238	.0238
CHEYENNE	74.1	77.9	5.1	30.1	5.6	1,562,094	46.9	37,323	51,897	769,198	39.9	19,291	25,555	.0291	.0304
Laramie	74.1	77.9	5.1	30.1	5.6	1,562,094	46.9	37,323	51,897	769,198	39.9	19,291	25,555	.0291	.0304
TOTAL METRO COUNTIES	134.2	137.0	2.1	53.6	3.1	2,759,539	43.3	37,041	51,484	1,403,462	38.8	19,438	26,184	.0529	.0542
TOTAL STATE	452.3	468.1	3.5	176.6	4.6	8,969,928	45.0	36,619	50,792	3,983,761	42.6	16,543	22,558	.1646	.1707

SECTION IV

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1991 Regional and State Summaries of Merchandise Line Sales

S&MM ESTIMATES	GROCERIES & OTHER FOODS		DRUGS & HEALTH & BEAUTY AIDS		WOMEN'S & GIRLS' CLOTHING		MEN'S & BOYS' CLOTHING		FOOTWEAR		MAJOR HOUSEHOLD APPLIANCES		FURNITURE & SLEEP EQUIPMENT	
REGION State	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)
NEW ENGLAND	**18,902,274**	**17,856,395**	**4,679,752**	**3,156,589**	**5,973,167**	**2,991,380**	**2,998,349**	**1,123,691**	**1,442,840**	**984,713**	**1,191,616**	**497,271**	**1,978,320**	**1,499,251**
Connecticut	4,395,857	4,186,210	1,130,773	714,211	1,433,828	757,603	691,313	281,369	354,704	264,709	293,972	161,289	553,522	416,999
Maine	1,695,105	1,578,948	388,871	232,322	442,780	159,961	334,958	68,571	190,047	73,784	109,333	48,731	128,955	95,613
Massachusetts	8,903,463	8,444,539	2,289,149	1,617,534	3,105,985	1,588,769	1,449,854	568,992	660,535	473,077	523,490	196,474	947,516	720,414
New Hampshire	1,863,660	1,745,670	368,815	234,322	484,326	213,957	245,188	102,312	118,580	89,398	148,539	58,462	177,002	131,766
Rhode Island	1,211,989	1,138,034	338,276	256,943	344,411	186,812	176,314	80,006	81,200	58,596	80,108	16,653	108,646	80,814
Vermont	832,300	762,994	163,868	101,257	161,837	84,278	100,722	24,441	37,754	25,149	36,174	15,662	62,679	53,645
MIDDLE ATLANTIC	**49,385,930**	**47,227,354**	**13,760,785**	**8,695,220**	**17,635,204**	**9,276,364**	**8,417,529**	**3,354,886**	**4,341,790**	**3,276,377**	**3,124,702**	**1,626,767**	**5,852,755**	**4,404,285**
New Jersey	11,522,565	11,162,613	3,117,733	1,794,088	4,385,897	2,419,237	1,939,521	774,455	1,043,076	778,465	701,750	361,875	1,590,154	1,239,865
New York	22,974,725	21,972,432	6,500,348	4,223,925	8,182,126	4,613,195	4,077,219	1,484,711	2,115,520	1,591,591	1,474,794	790,579	2,688,358	2,040,015
Pennsylvania	14,888,640	14,092,309	4,142,704	2,677,207	5,067,181	2,243,932	2,400,789	1,095,720	1,183,194	906,321	948,158	474,313	1,574,243	1,124,405
EAST NORTH CENTRAL	**47,999,169**	**42,068,471**	**15,083,192**	**9,381,937**	**18,699,994**	**8,096,627**	**8,900,863**	**4,451,131**	**4,675,654**	**3,150,672**	**3,719,586**	**1,835,792**	**5,951,412**	**4,260,151**
Illinois	12,683,773	11,617,878	4,234,117	2,633,576	5,849,401	2,772,785	2,723,957	1,170,079	1,460,637	980,335	1,060,191	484,964	1,827,491	1,221,552
Indiana	5,803,910	5,333,507	1,949,703	1,283,533	2,759,678	902,726	1,048,376	571,589	616,457	381,045	492,129	250,582	697,588	493,064
Michigan	11,340,833	8,875,231	3,363,151	2,141,637	3,841,287	1,939,334	1,936,960	956,734	1,017,360	741,826	823,581	429,251	1,313,337	995,135
Ohio	12,332,671	11,224,057	4,047,373	2,474,223	4,343,468	1,734,233	2,166,360	1,281,117	1,081,628	725,479	901,353	430,991	1,484,045	1,076,847
Wisconsin	5,837,982	5,017,798	1,488,848	848,968	1,906,160	747,549	1,025,210	471,612	499,572	321,987	442,332	240,004	628,951	473,553
WEST NORTH CENTRAL	**20,563,665**	**18,497,910**	**5,741,297**	**2,813,228**	**6,729,773**	**2,793,948**	**3,482,669**	**1,738,372**	**1,764,244**	**1,126,266**	**1,265,885**	**485,764**	**1,837,848**	**1,270,194**
Iowa	3,334,688	3,030,988	907,715	489,248	1,032,299	412,433	514,315	258,064	247,920	175,791	184,767	71,735	256,995	177,612
Kansas	2,807,724	2,559,412	834,356	369,676	845,265	347,862	439,840	221,243	242,112	156,982	175,887	64,863	234,408	156,912
Minnesota	5,570,500	4,898,207	1,494,000	732,662	1,902,112	813,227	1,040,142	485,949	470,639	286,031	342,553	135,100	581,517	392,934
Missouri	5,532,664	5,039,585	1,602,226	775,632	1,923,961	786,127	915,534	521,981	513,466	324,469	364,500	131,359	492,300	331,938
Nebraska	1,793,843	1,608,196	478,529	236,284	547,078	229,347	324,213	135,624	164,961	100,671	106,993	51,818	161,736	129,108
North Dakota	724,765	656,101	219,325	107,086	259,355	107,465	135,275	66,375	63,243	38,542	46,227	14,730	55,749	38,255
South Dakota	799,481	705,421	205,146	102,640	219,703	97,487	113,350	49,136	61,903	43,780	44,958	16,159	55,143	43,435
SOUTH ATLANTIC	**52,677,818**	**48,751,392**	**16,602,502**	**10,107,944**	**18,259,937**	**8,432,735**	**8,434,235**	**3,968,452**	**4,963,723**	**3,371,763**	**4,123,635**	**1,802,102**	**7,456,418**	**5,566,966**
Delaware	893,852	838,976	274,552	183,183	346,742	133,765	178,785	99,852	90,627	56,283	74,394	24,781	168,095	125,188
District of Columbia	486,045	444,820	250,798	171,898	271,647	172,833	135,356	37,944	80,725	63,393	29,952	10,069	75,622	53,827
Florida	16,854,428	15,579,058	5,417,950	3,133,823	5,743,965	2,720,994	2,614,294	1,325,991	1,587,663	1,113,545	1,469,705	697,563	2,555,091	1,856,278
Georgia	7,511,080	6,811,206	2,316,907	1,432,194	2,776,397	1,161,591	1,248,706	601,034	731,758	449,747	612,084	267,788	974,256	743,761
Maryland	5,653,805	5,271,553	1,931,579	1,103,419	2,177,730	1,027,677	1,089,560	467,409	587,298	422,592	386,893	140,644	859,366	600,747
North Carolina	7,653,224	7,049,242	2,234,545	1,486,769	2,334,452	1,181,730	1,110,194	497,519	678,358	467,313	611,856	276,941	1,181,336	912,830
South Carolina	4,289,930	4,005,355	1,186,083	757,223	1,347,335	724,662	582,384	259,339	375,781	251,631	300,398	149,208	459,981	378,333
Virginia	7,384,692	6,920,633	2,317,086	1,388,443	2,707,961	1,124,081	1,209,532	543,089	685,777	450,206	502,467	192,911	1,008,642	770,340
West Virginia	1,950,762	1,830,549	673,002	450,992	553,708	185,402	265,424	136,275	145,736	97,053	135,886	42,197	174,029	125,662
EAST SOUTH CENTRAL	**16,270,902**	**14,998,062**	**5,444,057**	**3,300,163**	**5,570,868**	**2,528,224**	**2,592,938**	**1,324,625**	**1,484,475**	**955,241**	**1,243,594**	**569,472**	**1,810,904**	**1,452,419**
Alabama	4,351,501	4,037,323	1,385,651	833,723	1,558,628	781,062	696,776	334,999	418,944	286,799	334,563	132,756	491,364	387,698
Kentucky	4,268,332	3,923,915	1,442,993	917,518	1,372,409	555,004	641,798	362,817	339,262	201,279	280,029	136,172	427,756	337,059
Mississippi	2,597,140	2,414,920	854,472	503,956	726,893	315,483	334,656	165,230	222,794	137,082	178,512	68,339	256,523	210,994
Tennessee	5,053,929	4,621,904	1,760,941	1,044,966	1,912,938	876,675	919,708	461,579	503,470	330,081	450,490	232,205	635,261	516,668
WEST SOUTH CENTRAL	**31,782,078**	**29,722,231**	**10,097,982**	**4,624,648**	**10,589,830**	**4,969,884**	**5,188,287**	**2,386,829**	**3,099,384**	**2,142,828**	**2,166,869**	**953,194**	**3,354,554**	**2,359,937**
Arkansas	2,861,518	2,635,570	818,388	406,845	778,053	348,509	351,772	190,411	220,544	138,726	195,393	71,638	265,959	216,804
Louisiana	5,575,564	5,223,392	1,769,028	973,781	1,587,738	689,258	738,962	361,573	506,627	344,757	368,964	185,735	489,951	348,306
Oklahoma	3,509,019	3,275,203	1,044,441	489,334	1,059,424	545,104	517,696	218,693	306,246	211,151	212,819	92,028	337,907	257,071
Texas	19,835,977	18,588,066	6,466,125	2,754,688	7,164,615	3,387,013	3,579,857	1,616,152	2,065,967	1,448,194	1,389,693	603,793	2,260,737	1,537,756
MOUNTAIN	**16,546,865**	**15,115,372**	**4,493,753**	**1,833,681**	**5,053,284**	**2,113,188**	**2,576,411**	**1,207,304**	**1,486,883**	**1,032,223**	**1,153,320**	**558,777**	**1,905,520**	**1,430,585**
Arizona	4,671,137	4,306,509	1,259,492	638,603	1,457,564	542,928	680,307	340,218	393,451	271,632	347,120	176,574	585,967	415,444
Colorado	4,075,111	3,703,000	1,129,763	360,999	1,425,455	603,653	702,344	331,874	376,030	252,333	271,504	117,881	514,898	381,688
Idaho	1,145,146	1,042,650	289,948	122,452	254,918	123,077	146,024	55,239	80,428	58,872	74,794	42,519	103,404	82,312
Montana	1,063,263	972,901	287,566	114,878	256,098	109,587	125,223	47,508	73,311	54,349	63,125	32,348	86,325	70,247
Nevada	1,575,745	1,447,792	491,320	195,692	523,803	208,365	299,285	146,287	189,681	126,000	119,829	58,789	195,935	137,987
New Mexico	1,663,624	1,536,230	411,224	206,780	439,174	200,034	243,543	102,145	156,772	111,562	128,427	44,613	159,633	124,732
Utah	1,854,644	1,662,618	479,650	148,157	574,246	267,628	312,896	162,377	179,916	129,651	122,600	75,758	227,200	194,348
Wyoming	498,195	443,672	144,790	46,120	122,026	57,916	66,789	21,656	37,294	27,824	25,921	10,295	32,158	23,827
PACIFIC	**50,082,523**	**44,533,451**	**15,178,842**	**8,156,901**	**16,057,619**	**8,572,802**	**8,228,608**	**3,261,143**	**4,795,646**	**3,426,976**	**3,440,939**	**1,642,172**	**5,994,967**	**4,463,725**
Alaska	1,016,689	862,204	229,275	87,388	216,818	143,354	109,393	24,310	62,089	41,092	35,381	8,197	68,195	38,889
California	36,142,494	32,682,846	11,180,511	6,296,277	12,193,996	6,375,525	6,197,159	2,472,420	3,646,958	2,635,106	2,669,218	1,265,611	4,611,842	3,453,765
Hawaii	1,689,489	1,532,015	661,680	356,553	754,627	453,092	403,547	161,880	166,496	135,489	99,355	37,270	186,835	141,047
Orego	4,313,304	3,357,528	1,104,191	421,436	1,038,324	578,127	546,349	216,977	340,231	222,454	232,455	126,006	390,776	300,043
Washington	6,920,547	6,098,858	2,003,185	995,247	1,853,854	1,022,704	972,160	385,556	579,872	392,835	404,550	205,088	737,319	529,981
TOTAL UNITED STATES	**304,211,324**	**278,779,636**	**91,082,162**	**52,070,311**	**104,569,676**	**49,775,152**	**50,819,089**	**22,818,633**	**28,054,634**	**19,467,089**	**21,430,166**	**9,971,311**	**36,142,698**	**26,707,513**

Grocery and Other Food Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	10,604,767	1
New York, N.Y.	8,845,238	2
Chicago, Ill.	7,034,328	3
Philadelphia, Pa.	6,297,104	4
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	5,655,616	5
Detroit, Mich.	5,047,894	6
Washington, D.C.	4,703,958	7
Nassau–Suffolk, N.Y.	4,601,547	8
Houston, Tex.	3,965,395	9
Dallas, Tex.	3,396,960	10
Atlanta, Ga.	3,396,850	11
Minneapolis–St. Paul, Minn.	3,269,571	12
Seattle, Wash.	3,072,331	13
Anaheim–Santa Ana, Cal.	2,981,391	14
San Diego, Cal.	2,941,673	15
Riverside–San Bernardino, Cal.	2,928,303	16
Phoenix, Ariz.	2,901,296	17
Baltimore, Md.	2,732,112	18
St. Louis, Mo.	2,706,943	19
Tampa–St. Petersburg–Clearwater, Fla.	2,705,398	20
Newark, N.J.	2,693,910	21
Oakland, Cal.	2,663,480	22
Pittsburgh, Pa.	2,530,460	23
San Francisco, Cal.	2,320,534	24
Miami–Hialeah, Fla.	2,219,669	25
Denver, Colo.	2,114,780	26
Cleveland, Ohio	2,108,689	27
Bergen–Passaic, N.J.	2,007,100	28
Portland, Ore.	1,917,206	29
Sacramento, Cal.	1,891,116	30
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	1,847,718	31
Cincinnati, Ohio	1,778,099	32
Kansas City, Mo.–Kans.	1,777,928	33
San Jose, Cal.	1,763,630	34
New Orleans, La.	1,718,399	35
Milwaukee, Wisc.	1,667,165	36
Fort Worth–Arlington, Tex.	1,635,176	37
Middlesex–Somerset–Hunterdon, N.J.	1,613,860	38
Monmouth–Ocean, N.J.	1,547,775	39
Columbus, Ohio	1,544,077	40
Norfolk–Virginia Beach–Newport News, Va.	1,452,093	41
Buffalo, N.Y.	1,412,242	42
Orlando, Fla.	1,404,015	43
San Antonio, Tex.	1,398,625	44
Rochester, N.Y.	1,367,748	45
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	1,351,327	46
Hartford–New Britain–Middletown–Bristol, Conn.	1,345,793	47
Indianapolis, Ind.	1,315,298	48
Albany–Schenectady–Troy, N.Y.	1,291,629	49
Bridgeport–Stamford–Norwalk–Danbury, Conn.	1,271,234	50
Total Top 50	**142,759,450**	
Salt Lake City–Ogden, Utah	1,254,887	51
West Palm Beach–Boca Raton–Delray Beach, Fla.	1,227,475	52
Honolulu, Haw.	1,157,898	53
Louisville, Ky.	1,153,463	54
New Haven–Waterbury–Meriden, Conn.	1,129,920	55
Providence–Pawtucket–Woonsocket, R.I.	1,124,466	56
Greensboro–Winston-Salem–High Point, N.C.	1,111,713	57
Dayton–Springfield, Ohio	1,088,937	58
Nashville, Tenn.	1,082,326	59
Austin, Tex.	1,072,880	60
Jacksonville, Fla.	1,068,533	61
Richmond–Petersburg, Va.	1,046,873	62
Oklahoma City, Okla.	1,037,231	63
Birmingham, Ala.	1,005,460	64
Scranton–Wilkes-Barre, Pa.	986,735	65
Las Vegas, Nev.	953,878	66
Memphis, Tenn.	947,149	67
Syracuse, N.Y.	926,440	68
Grand Rapids, Mich.	919,433	69
Raleigh–Durham, N.C.	905,700	70
Worcester–Fitchburg–Leominster, Mass.	889,144	71
Allentown–Bethlehem–Easton, Pa.	887,068	72
Greenville–Spartanburg, S.C.	861,059	73
Tulsa, Okla.	858,188	74
Oxnard–Ventura, Cal.	804,544	75
New Bedford–Fall River–Attleboro, Mass.	804,540	76
Springfield, Mass.	797,117	77
Akron, Ohio	784,480	78
Tucson, Ariz.	784,187	79
Omaha, Neb.	759,208	80
Harrisburg–Lebanon–Carlisle, Pa.	749,159	81
Baton Rouge, La.	736,721	82
Toledo, Ohio	733,846	83
Wilmington, Del.	726,838	84
Tacoma, Wash.	721,150	85
Knoxville, Tenn.	695,084	86
Fresno, Cal.	681,825	87
Gary–Hammond, Ind.	660,026	88
Jersey City, N.J.	633,429	89
Charleston, S.C.	620,592	90
Lake County, Ill.	618,825	91
Portsmouth–Dover–Rochester, N.H.	601,624	92
Lancaster, Pa.	592,188	93
Little Rock–North Little Rock, Ark.	587,686	94
Santa Rosa–Petaluma, Cal.	587,374	95
Flint, Mich.	574,834	96
Albuquerque, N.M.	571,713	97
Bakersfield, Cal.	566,912	98
Stockton, Cal.	565,839	99
Des Moines, Iowa	564,595	100
Total Top 100	**184,980,646**	
Lansing–East Lansing, Mich.	555,287	101
Atlantic City, N.J.	550,092	102
Spokane, Wash.	544,823	103
Youngstown–Warren, Ohio	544,115	104
Santa Barbara–Santa Maria–Lompoc, Cal.	538,652	105
El Paso, Tex.	534,428	106
Manchester–Nashua, N.H.	530,941	107
Chattanooga, Tenn.	524,131	108
York, Pa.	523,676	109
Madison, Wisc.	522,023	110
Mobile, Ala.	519,313	111
Lakeland–Winter Haven, Fla.	513,518	112
Wichita, Kans.	512,272	113
Daytona Beach, Fla.	511,797	114
Canton, Ohio	498,834	115
Fort Myers–Cape Coral, Fla.	496,914	116
Columbia, S.C.	490,545	117
Melbourne–Titusville–Palm Bay, Fla.	480,830	118
Modesto, Cal.	475,133	119
Augusta, Ga.	473,791	120
Vallejo–Fairfield–Napa, Cal.	454,785	121
Poughkeepsie, N.Y.	454,609	122
Saginaw–Bay City–Midland, Mich.	453,997	123
Anchorage, Alas.	452,503	124
Lexington-Fayette, Ky.	450,176	125
Trenton, N.J.	441,560	126
Orange County, N.Y.	435,852	127
Davenport–Rock Island–Moline, Iowa–Ill.	427,437	128
Johnson City–Kingsport–Bristol, Tenn.	419,587	129
Reading, Pa.	419,007	130
Sarasota, Fla.	417,105	131
Fort Wayne, Ind.	403,105	132
Portland, Me.	397,743	133
Beaumont-Port Arthur, Tex.	397,408	134
Peoria, Ill.	396,412	135
Jackson, Miss.	391,286	136
McAllen–Edinburg–Mission, Tex.	390,293	137
Eugene–Springfield, Ore.	388,508	138
Utica–Rome, N.Y.	387,431	139
Reno, Nev.	385,405	140
Colorado Springs, Colo.	376,718	141
Aurora–Elgin, Ill.	370,845	142
Erie, Pa.	370,651	143
Shreveport, La.	368,674	144
Medford, Ore.	366,863	145
Pensacola, Fla.	365,234	146
Visalia–Tulare–Porterville, Cal.	365,067	147
Ann Arbor, Mich.	359,669	148
Corpus Christi, Tex.	359,298	149
Salinas–Seaside–Monterey, Cal.	354,925	150
Total Top 150	**207,343,914**	
Appleton–Oshkosh–Neenah, Wisc.	352,534	151
Salem, Ore.	347,719	152
Rockford, Ill.	337,262	153
Fort Pierce, Fla.	335,903	154
Boulder–Longmont, Colo.	335,296	155
Huntington–Ashland, W.Va.–Ky.	331,314	156
Santa Cruz, Cal.	328,248	157
Joliet, Ill.	328,096	158
Duluth, Minn.	325,871	159
Binghamton, N.Y.	325,245	160
Evansville, Ind.	325,131	161
Galveston–Texas City, Tex.	318,131	162
Lafayette, La.	314,097	163
Charleston, W.Va.	309,099	164
New London–Norwich, Conn.	306,212	165
Hamilton–Middletown, Ohio	304,531	166
Montgomery, Ala.	304,449	167
South Bend–Mishawaka, Ind.	304,298	168
Johnstown, Pa.	302,043	169
Savannah, Ga.	301,749	170
Macon–Warner Robins, Ga.	298,027	171
Boise, Ida.	290,954	172
Bradenton, Fla.	288,696	173
Columbus, Ga.	285,973	174
Huntsville, Ala.	278,906	175
Niagara Falls, N.Y.	277,674	176
Vancouver, Wash.	273,954	177
Roanoke, Va.	271,447	178
Kalamazoo, Mich.	269,237	179
Tallahassee, Fla.	269,075	180
Lorain–Elyria, Ohio	266,206	181
Brownsville–Harlingen, Tex.	263,050	182
Amarillo, Tex.	262,544	183
Gainesville, Fla.	261,530	184
Green Bay, Wisc.	260,082	185
Houma–Thibodaux, La.	259,523	186
Naples, Fla.	257,691	187
Lincoln, Neb.	257,251	188
Hickory–Morganton, N.C.	252,207	189
Ocala, Fla.	247,622	190
Lubbock, Tex.	247,436	191
Lake Charles, La.	244,262	192
St. Cloud, Minn.	241,367	193
Fort Collins–Loveland, Colo.	240,881	194
Fort Smith, Ark.	240,538	195
Provo–Orem, Utah	239,394	196
Yakima, Wash.	238,614	197
Bremerton, Wash.	234,768	198
Springfield, Mo.	226,302	199
Cedar Rapids, Iowa	224,382	200
Total Top 200	**221,551,335**	
Pittsfield, Mass.	223,719	201
Springfield, Ill.	223,637	202
Redding, Cal.	223,303	203
Bellingham, Wash.	222,157	204
Waco, Tex.	221,752	205
Fayetteville, N.C.	221,449	206
Monroe, La.	218,823	207
Asheville, N.C.	217,974	208
Altoona, Pa.	217,886	209
Beaver County, Pa.	214,469	210
Burlington, Vt.	210,446	211
Longview–Marshall, Tex.	210,062	212
Vineland–Millville–Bridgeton, N.J.	208,865	213
Brazoria, Tex.	208,205	214
Richland–Kennewick–Pasco, Wash.	207,911	215
Olympia, Wash.	207,801	216
Jackson, Mich.	207,791	217
Bangor, Me.	205,661	218
Janesville–Beloit, Wisc.	205,530	219
Chico, Cal.	203,460	220
Billings, Mont.	202,631	221
Merced, Cal.	201,606	222
Biloxi–Gulfport, Miss.	198,751	223
Panama City, Fla.	196,094	224
Benton Harbor, Mich.	195,237	225
Wheeling, W.Va.	194,665	226
Jamestown–Dunkirk, N.Y.	193,630	227
Lima, Ohio	192,251	228
Racine, Wisc.	192,158	229
Killeen–Temple, Tex.	191,926	230
Anderson, S.C.	191,555	231
Fargo–Moorhead, N.D.–Minn.	188,892	232
Eau Claire, Wisc.	188,505	233
Tyler, Tex.	188,354	234
Battle Creek, Mich.	187,928	235
Charlottesville, Va.	187,831	236
Lynchburg, Va.	183,680	237
Elkhart–Goshen, Ind.	183,212	238
Glens Falls, N.Y.	182,891	239
Topeka, Kans.	182,820	240
Parkersburg–Marietta, W.Va.–Ohio	181,667	241
Muskegon, Mich.	174,215	242
Joplin, Mo.	171,071	243
Williamsport, Pa.	170,554	244
Wilmington, N.C.	168,464	245
Fort Walton Beach, Fla.	168,093	246
Laredo, Tex.	167,049	247
Alexandria, La.	166,075	248
Sioux Falls, S.D.	165,297	249
Athens, Ga.	163,004	250
Total Top 250	**231,352,342**	
Florence, Ala.	161,555	251
Albany, Ga.	160,872	252
Yuba City, Cal.	159,897	253
Waterloo–Cedar Falls, Iowa	159,717	254
Rochester, Minn.	159,627	255
Florence, S.C.	159,499	256
Dothan, Ala.	159,202	257
Fayetteville–Springdale, Ark.	157,824	258
Champaign–Urbana–Rantoul, Ill.	157,424	259
Tuscaloosa, Ala.	156,084	260
Hagerstown, Md.	154,274	261
Lewiston–Auburn, Me.	151,587	262
Pueblo, Colo.	151,514	263
Sioux City, Iowa	148,469	264
Steubenville–Weirton, Ohio–W.Va.	146,838	265
Bloomington–Normal, Ill.	145,489	266
Midland, Tex.	145,033	267
Burlington, N.C.	142,684	268
Terre Haute, Ind.	141,308	269
Sharon, Pa.	140,646	270
Greeley, Colo.	140,138	271
Iowa City, Iowa	139,539	272
Anderson, Ind.	138,628	273
Lafayette–West Lafayette, Ind.	137,347	274
Danville, Va.	136,713	275
Mansfield, Ohio	136,069	276
Bryan–College Station, Tex.	135,712	277
Sheboygan, Wisc.	132,538	278
Odessa, Tex.	131,242	279
State College, Pa.	129,924	280
Decatur, Ill.	128,577	281
Clarksville–Hopkinsville, Tenn.–Ky.	128,463	282
Kenosha, Wisc.	125,305	283
Texarkana, Tex.–Ark.	124,602	284
Santa Fe, N.M.	123,496	285
Wausau, Wisc.	123,382	286
Owensboro, Ky.	118,277	287
Sherman–Denison, Tex.	118,198	288
La Crosse, Wisc.	118,150	289
Rapid City, S.D.	118,020	290
Dubuque, Iowa	116,413	291
Columbia, Mo.	115,718	292
Yuma, Ariz.	114,027	293
Bloomington, Ind.	112,111	294
Cumberland, Md.	111,357	295
Elmira, N.Y.	110,464	296
Bismarck, N.D.	110,045	297
Las Cruces, N.M.	109,363	298
Gadsden, Ala.	108,813	299
Abilene, Tex.	106,300	300
Wichita Falls, Tex.	104,729	301
Kokomo, Ind.	104,210	302
Pascagoula, Miss.	103,784	303
Jacksonville, N.C.	103,548	304
Decatur, Ala.	102,598	305
Lawton, Okla.	100,523	306
Kankakee, Ill.	98,719	307
San Angelo, Tex.	98,490	308
Jackson, Tenn.	98,159	309
St. Joseph, Mo.	96,651	310
Muncie, Ind.	96,208	311
Lawrence, Kans.	94,318	312
Victoria, Tex.	93,445	313
Casper, Wyo.	92,680	314
Pine Bluff, Ark.	91,236	315
Grand Forks, N.D.	91,172	316
Great Falls, Mont.	89,766	317
Anniston, Ala.	83,641	318
Cheyenne, Wyo.	71,511	319
Enid, Okla.	56,821	320
Total Above Areas	**239,983,225**	
Percent of U.S.	**78.8870**	
U.S. Total	**304,211,324**	

Drug and Health & Beauty Aid Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	3,309,636	1
New York, N.Y.	2,893,013	2
Chicago, Ill.	2,364,516	3
Philadelphia, Pa.	1,960,289	4
Washington, D.C.	1,680,538	5
Detroit, Mich.	1,671,858	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	1,465,507	7
Nassau–Suffolk, N.Y.	1,192,360	8
Houston, Tex.	1,191,436	9
Dallas, Tex.	1,132,522	10
Atlanta, Ga.	1,090,809	11
Anaheim–Santa Ana, Cal.	963,206	12
Baltimore, Md.	955,375	13
Miami–Hialeah, Fla.	954,061	14
Oakland, Cal.	908,811	15
San Diego, Cal.	903,027	16
Seattle, Wash.	879,156	17
St. Louis, Mo.	864,071	18
Tampa–St. Petersburg–Clearwater, Fla.	851,522	19
Cleveland, Ohio	824,174	20
Minneapolis–St. Paul, Minn.	810,795	21
San Francisco, Cal.	802,293	22
Phoenix, Ariz.	795,421	23
Riverside–San Bernardino, Cal.	765,162	24
Bergen–Passaic, N.J.	705,827	25
Pittsburgh, Pa.	669,075	26
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	665,286	27
San Jose, Cal.	649,934	28
Newark, N.J.	634,139	29
Columbus, Ohio	626,922	30
Fort Worth–Arlington, Tex.	626,879	31
Cincinnati, Ohio	593,471	32
Denver, Colo.	590,950	33
New Orleans, La.	574,057	34
Kansas City, Mo.–Kans.	573,182	35
Milwaukee, Wisc.	536,295	36
Honolulu, Haw.	517,100	37
Portland, Ore.	502,640	38
San Antonio, Tex.	483,738	39
Indianapolis, Ind.	477,827	40
Sacramento, Cal.	475,046	41
Nashville, Tenn.	420,699	42
Norfolk–Virginia Beach–Newport News, Va.	414,879	43
Louisville, Ky.	413,313	44
West Palm Beach–Boca Raton–Delray Beach, Fla.	411,875	45
Monmouth–Ocean, N.J.	411,795	46
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	410,840	47
Hartford–New Britain–Middletown–Bristol, Conn.	407,303	48
Orlando, Fla.	404,955	49
Buffalo, N.Y.	390,117	50
Total Top 50	**44,817,702**	
Richmond–Petersburg, Va.	374,948	51
Birmingham, Ala.	359,789	52
Oklahoma City, Okla.	359,349	53
Jacksonville, Fla.	358,105	54
Rochester, N.Y.	351,848	55
Middlesex–Somerset–Hunterdon, N.J.	349,325	56
Austin, Tex.	343,003	57
Greensboro–Winston-Salem–High Point, N.C.	341,624	58
Albany–Schenectady–Troy, N.Y.	337,227	59
Dayton–Springfield, Ohio	337,060	60
Memphis, Tenn.	335,120	61
Salt Lake City–Ogden, Utah	333,101	62
Providence–Pawtucket–Woonsocket, R.I.	320,956	63
Las Vegas, Nev.	318,862	64
Bridgeport–Stamford–Norwalk–Danbury, Conn.	303,619	65
Tulsa, Okla.	267,438	66
Scranton–Wilkes-Barre, Pa.	265,854	67
New Haven–Waterbury–Meriden, Conn.	264,099	68
Raleigh–Durham, N.C.	262,329	69
Oxnard–Ventura, Cal.	252,074	70
Greenville–Spartanburg, S.C.	251,260	71
Grand Rapids, Mich.	250,802	72
Worcester–Fitchburg–Leominster, Mass.	247,946	73
Allentown–Bethlehem–Easton, Pa.	244,319	74
Knoxville, Tenn.	242,487	75
Tucson, Ariz.	237,010	76
Toledo, Ohio	231,553	77
Baton Rouge, La.	226,909	78
Tacoma, Wash.	226,676	79
Akron, Ohio	225,239	80
Syracuse, N.Y.	221,513	81
Wilmington, Del.	215,176	82
Omaha, Neb.	214,933	83
Little Rock–North Little Rock, Ark.	208,370	84
Springfield, Mass.	207,850	85
Harrisburg–Lebanon–Carlisle, Pa.	207,643	86
Gary–Hammond, Ind.	192,197	87
Lake County, Ill.	190,540	88
New Bedford–Fall River–Attleboro, Mass.	189,997	89
Bakersfield, Cal.	185,321	90
Des Moines, Iowa	181,673	91
Fresno, Cal.	181,301	92
Youngstown–Warren, Ohio	180,801	93
Wichita, Kans.	177,355	94
Jersey City, N.J.	176,091	95
Santa Rosa–Petaluma, Cal.	174,322	96
Flint, Mich.	172,607	97
Mobile, Ala.	170,168	98
El Paso, Tex.	169,149	99
Stockton, Cal.	164,157	100
Total Top 100	**57,418,697**	
Albuquerque, N.M.	164,039	101
Modesto, Cal.	163,050	102
St. Cloud, Minn.	162,581	103
Columbia, S.C.	161,177	104
Santa Barbara–Santa Maria–Lompoc, Cal.	159,710	105
Beaumont–Port Arthur, Tex.	158,393	106
Charleston, S.C.	154,431	107
Lansing–East Lansing, Mich.	154,181	108
Daytona Beach, Fla.	150,607	109
Johnson City–Kingsport–Bristol, Tenn.	149,868	110
Lakeland–Winter Haven, Fla.	149,054	111
Spokane, Wash.	148,257	112
Jackson, Miss.	146,385	113
Terre Haute, Ind.	146,073	114
Augusta, Ga.	144,450	115
Lexington-Fayette, Ky.	141,965	116
Saginaw–Bay City–Midland, Mich.	141,356	117
Davenport–Rock Island–Moline, Iowa–Ill.	139,040	118
Vallejo–Fairfield–Napa, Cal.	138,705	119
Peoria, Ill.	137,061	120
Trenton, N.J.	135,492	121
Shreveport, La.	135,268	122
Atlantic City, N.J.	134,859	123
York, Pa.	132,222	124
Fort Myers–Cape Coral, Fla.	129,191	125
Fort Wayne, Ind.	128,736	126
Reno, Nev.	125,964	127
Sarasota, Fla.	125,722	128
Aurora–Elgin, Ill.	125,147	129
Corpus Christi, Tex.	124,743	130
Chattanooga, Tenn.	123,134	131
Canton, Ohio	123,131	132
Lancaster, Pa.	122,950	133
Pensacola, Fla.	121,291	134
Salinas–Seaside–Monterey, Cal.	121,160	135
Reading, Pa.	117,116	136
Portsmouth–Dover–Rochester, N.H.	116,153	137
Charleston, W.Va.	115,043	138
Manchester–Nashua, N.H.	114,099	139
Orange County, N.Y.	112,823	140
Melbourne–Titusville–Palm Bay, Fla.	112,722	141
Colorado Springs, Colo.	112,702	142
Huntington–Ashland, W.Va.–Ky.	112,358	143
Joliet, Ill.	112,195	144
Poughkeepsie, N.Y.	111,866	145
Evansville, Ind.	108,413	146
Visalia–Tulare–Porterville, Cal.	106,624	147
Ann Arbor, Mich.	106,439	148
Salem, Ore.	105,818	149
Savannah, Ga.	105,121	150
Total Top 150	**64,007,582**	
Lafayette, La.	104,964	151
Utica–Rome, N.Y.	103,866	152
Madison, Wisc.	102,516	153
Rockford, Ill.	102,082	154
Binghamton, N.Y.	101,852	155
Santa Cruz, Cal.	100,933	156
Appleton–Oshkosh–Neenah, Wisc.	100,929	157
Eugene–Springfield, Ore.	100,411	158
Macon–Warner Robins, Ga.	99,751	159
Anchorage, Alas.	99,496	160
Portland, Me.	99,409	161
Montgomery, Ala.	99,022	162
Roanoke, Va.	97,373	163
McAllen–Edinburg–Mission, Tex.	94,994	164
South Bend–Mishawaka, Ind.	92,761	165
Fort Pierce, Fla.	91,388	166
Erie, Pa.	90,547	167
Hamilton–Middletown, Ohio	89,917	168
Boulder–Longmont, Colo.	89,210	169
Vancouver, Wash.	87,600	170
Ocala, Fla.	86,727	171
Amarillo, Tex.	86,580	172
Springfield, Mo.	85,967	173
Kalamazoo, Mich.	85,178	174
Lorain–Elyria, Ohio	85,117	175
Niagara Falls, N.Y.	84,077	176
Galveston–Texas City, Tex.	83,991	177
Longview–Marshall, Tex.	83,758	178
Lubbock, Tex.	83,702	179
Tallahassee, Fla.	82,306	180
Hickory–Morganton, N.C.	82,234	181
Houma–Thibodaux, La.	81,835	182
Waco, Tex.	80,685	183
Bradenton, Fla.	79,828	184
Huntsville, Ala.	79,447	185
Johnstown, Pa.	78,394	186
Lake Charles, La.	76,985	187
Brownsville–Harlingen, Tex.	76,668	188
Yakima, Wash.	76,487	189
Columbus, Ga.	76,402	190
Duluth, Minn.	75,809	191
Springfield, Ill.	75,303	192
Richland–Kennewick–Pasco, Wash.	72,117	193
New London–Norwich, Conn.	70,594	194
Gainesville, Fla.	69,631	195
Lincoln, Neb.	69,459	196
Naples, Fla.	69,256	197
Chico, Cal.	69,137	198
Monroe, La.	69,107	199
Killeen–Temple, Tex.	68,122	200
Total Top 200	**68,301,706**	
Fayetteville, N.C.	66,546	201
Green Bay, Wisc.	65,160	202
Boise, Ida.	65,081	203
Tyler, Tex.	65,034	204
Topeka, Kans.	64,046	205
Cedar Rapids, Iowa	63,952	206
Olympia, Wash.	63,824	207
Fort Smith, Ark.	63,771	208
Tuscaloosa, Ala.	63,149	209
Lynchburg, Va.	63,077	210
Brazoria, Tex.	62,757	211
Racine, Wisc.	62,229	212
Panama City, Fla.	61,315	213
Fargo–Moorhead, N.D.–Minn.	61,024	214
Medford, Ore.	60,924	215
Midland, Tex.	60,837	216
Benton Harbor, Mich.	60,780	217
Provo–Orem, Utah	60,593	218
Anderson, S.C.	59,961	219
Fort Walton Beach, Fla.	59,937	220
Billings, Mont.	59,933	221
Battle Creek, Mich.	59,616	222
Fort Collins–Loveland, Colo.	59,298	223
Sherman–Denison, Tex.	59,259	224
Bremerton, Wash.	58,499	225
Jackson, Mich.	58,425	226
Biloxi–Gulfport, Miss.	58,179	227
Sioux Falls, S.D.	58,179	227
Wheeling, W.Va.	58,073	229
Beaver County, Pa.	57,020	230
Asheville, N.C.	56,752	231
Parkersburg–Marietta, W.Va.–Ohio	56,548	232
Wilmington, N.C.	55,653	233
Bellingham, Wash.	55,627	234
Odessa, Tex.	55,534	235
Lima, Ohio	54,596	236
Muskegon, Mich.	53,821	237
Redding, Cal.	53,715	238
Wichita Falls, Tex.	53,610	239
Texarkana, Tex.–Ark.	53,567	240
Elkhart–Goshen, Ind.	53,009	241
Alexandria, La.	52,937	242
Charlottesville, Va.	52,935	243
Janesville–Beloit, Wisc.	52,708	244
Pittsfield, Mass.	51,558	245
Steubenville–Weirton, Ohio–W.Va.	51,548	246
Decatur, Ill.	51,276	247
Athens, Ga.	51,059	248
Waterloo–Cedar Falls, Iowa	51,018	249
Bangor, Me.	49,780	250
Total Top 250	**71,209,437**	
Altoona, Pa.	49,633	251
Hagerstown, Md.	49,558	252
Bryan–College Station, Tex.	49,224	253
Abilene, Tex.	49,166	254
Bloomington–Normal, Ill.	48,965	255
Vineland–Millville–Bridgeton, N.J.	48,729	256
Champaign–Urbana–Rantoul, Ill.	48,446	257
Merced, Cal.	47,834	258
Anderson, Ind.	47,547	259
Dothan, Ala.	47,036	260
Jamestown–Dunkirk, N.Y.	46,778	261
Florence, Ala.	46,256	262
Florence, S.C.	45,649	263
Lafayette–West Lafayette, Ind.	45,649	263
Clarksville–Hopkinsville, Tenn.–Ky.	45,590	265
Laredo, Tex.	44,809	266
Burlington, Vt.	44,669	267
Joplin, Mo.	43,605	268
Eau Claire, Wisc.	43,515	269
Glens Falls, N.Y.	43,118	270
Danville, Va.	42,923	271
Burlington, N.C.	42,340	272
Sharon, Pa.	42,141	273
Gadsden, Ala.	41,914	274
Rochester, Minn.	41,534	275
Sioux City, Iowa	40,168	276
Anniston, Ala.	40,079	277
Kokomo, Ind.	39,974	278
Cumberland, Md.	39,865	279
Mansfield, Ohio	39,816	280
Pueblo, Colo.	39,728	281
Williamsport, Pa.	38,647	282
Dubuque, Iowa	38,619	283
Muncie, Ind.	37,517	284
Owensboro, Ky.	36,838	285
Albany, Ga.	36,756	286
Victoria, Tex.	36,030	287
San Angelo, Tex.	35,929	288
Elmira, N.Y.	35,863	289
Fayetteville–Springdale, Ark.	35,711	290
Pascagoula, Miss.	35,641	291
La Crosse, Wisc.	35,086	292
Pine Bluff, Ark.	34,735	293
Lewiston–Auburn, Me.	34,697	294
Jackson, Tenn.	34,578	295
State College, Pa.	34,545	296
Bismarck, N.D.	33,917	297
Iowa City, Iowa	33,891	298
Decatur, Ala.	33,474	299
Santa Fe, N.M.	33,308	300
Yuba City, Cal.	33,226	301
Kankakee, Ill.	33,197	302
Greeley, Colo.	32,668	303
Bloomington, Ind.	32,376	304
Rapid City, S.D.	32,356	305
Yuma, Ariz.	31,807	306
Sheboygan, Wisc.	31,666	307
Columbia, Mo.	29,727	308
Kenosha, Wisc.	29,626	309
Great Falls, Mont.	28,707	310
St. Joseph, Mo.	28,552	311
Casper, Wyo.	28,111	312
Jacksonville, N.C.	27,872	313
Wausau, Wisc.	27,843	314
Lawton, Okla.	27,051	315
Grand Forks, N.D.	25,486	316
Cheyenne, Wyo.	25,088	317
Enid, Okla.	24,312	318
Lawrence, Kans.	24,198	319
Las Cruces, N.M.	23,576	320
Total Above Areas	**73,848,922**	
Percent of U.S.	**81.0795**	
U.S. Total	**91,082,162**	

Women's and Girls' Clothing Sales

Area	($000)	Rank
New York, N.Y.	4,257,096	1
Chicago, Ill.	3,988,791	2
Los Angeles–Long Beach, Cal.	3,775,776	3
Philadelphia, Pa.	2,316,063	4
Detroit, Mich.	2,116,103	5
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	2,046,934	6
Washington, D.C.	2,013,287	7
Nassau–Suffolk, N.Y.	1,582,218	8
Atlanta, Ga.	1,569,221	9
Dallas, Tex.	1,521,394	10
Houston, Tex.	1,300,024	11
Anaheim–Santa Ana, Cal.	1,294,402	12
Indianapolis, Ind.	1,185,224	13
Minneapolis–St. Paul, Minn.	1,180,067	14
Bergen–Passaic, N.J.	1,125,834	15
St. Louis, Mo.	1,108,998	16
San Francisco, Cal.	1,091,913	17
Miami–Hialeah, Fla.	1,046,667	18
Seattle, Wash.	1,041,822	19
Baltimore, Md.	1,037,653	20
Phoenix, Ariz.	1,028,271	21
San Diego, Cal.	999,261	22
Cleveland, Ohio	914,317	23
Pittsburgh, Pa.	895,760	24
Riverside–San Bernardino, Cal.	865,358	25
Oakland, Cal.	839,225	26
Denver, Colo.	834,782	27
Tampa–St. Petersburg–Clearwater, Fla.	829,118	28
Newark, N.J.	828,398	29
San Jose, Cal.	808,278	30
Norfolk–Virginia Beach–Newport News, Va.	777,702	31
Cincinnati, Ohio	743,782	32
Kansas City, Mo.–Kans.	719,463	33
Milwaukee, Wisc.	693,148	34
Columbus, Ohio	672,786	35
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	645,297	36
Honolulu, Haw.	608,812	37
West Palm Beach–Boca Raton–Delray Beach, Fla.	607,023	38
Portland, Ore.	598,661	39
Fort Worth–Arlington, Tex.	584,118	40
San Antonio, Tex.	573,251	41
Middlesex–Somerset–Hunterdon, N.J.	571,539	42
New Orleans, La.	563,372	43
Sacramento, Cal.	518,541	44
Monmouth–Ocean, N.J.	518,035	45
Orlando, Fla.	504,603	46
Nashville, Tenn.	500,801	47
Hartford–New Britain–Middletown–Bristol, Conn.	488,988	48
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	462,302	49
Memphis, Tenn.	461,015	50
Total Top 50	**57,455,494**	
Bridgeport–Stamford–Norwalk–Danbury, Conn.	448,829	51
Greensboro–Winston-Salem–High Point, N.C.	447,074	52
Louisville, Ky.	446,377	53
Salt Lake City–Ogden, Utah	446,246	54
Birmingham, Ala.	431,454	55
Dayton–Springfield, Ohio	408,684	56
Richmond–Petersburg, Va.	387,593	57
Jacksonville, Fla.	384,054	58
Rochester, N.Y.	376,539	59
Oklahoma City, Okla.	371,623	60
Austin, Tex.	348,706	61
Albany–Schenectady–Troy, N.Y.	347,894	62
Buffalo, N.Y.	338,241	63
New Haven–Waterbury–Meriden, Conn.	336,114	64
Raleigh–Durham, N.C.	331,279	65
Las Vegas, Nev.	328,460	66
Toledo, Ohio	324,364	67
Providence–Pawtucket–Woonsocket, R.I.	322,224	68
Grand Rapids, Mich.	316,233	69
Jersey City, N.J.	311,872	70
Greenville–Spartanburg, S.C.	310,852	71
Scranton–Wilkes-Barre, Pa.	310,822	72
Knoxville, Tenn.	303,355	73
Tulsa, Okla.	298,521	74
Allentown–Bethlehem–Easton, Pa.	295,037	75
Omaha, Neb.	276,902	76
Worcester–Fitchburg–Leominster, Mass.	275,534	77
New Bedford–Fall River–Attleboro, Mass.	273,536	78
Little Rock–North Little Rock, Ark.	269,298	79
Oxnard–Ventura, Cal.	269,057	80
Springfield, Mass.	268,320	81
Wilmington, Del.	257,496	82
Baton Rouge, La.	257,322	83
Reading, Pa.	249,822	84
Syracuse, N.Y.	242,988	85
Lake County, Ill.	240,158	86
El Paso, Tex.	240,146	87
Tucson, Ariz.	235,760	88
Lexington-Fayette, Ky.	235,512	89
St. Cloud, Minn.	235,414	90
Akron, Ohio	231,098	91
Harrisburg–Lebanon–Carlisle, Pa.	228,255	92
Portland, Me.	222,485	93
Columbia, S.C.	220,444	94
Des Moines, Iowa	218,298	95
Youngstown–Warren, Ohio	211,905	96
Fresno, Cal.	208,406	97
Albuquerque, N.M.	203,575	98
Atlantic City, N.J.	202,554	99
Wichita, Kans.	200,927	100
Total Top 100	**72,403,183**	
Lansing–East Lansing, Mich.	195,967	101
Tacoma, Wash.	195,556	102
Charleston, S.C.	192,319	103
Madison, Wisc.	191,984	104
Gary–Hammond, Ind.	191,255	105
Manchester–Nashua, N.H.	184,645	106
Saginaw–Bay City–Midland, Mich.	184,230	107
Trenton, N.J.	183,639	108
Fort Myers–Cape Coral, Fla.	183,345	109
Terre Haute, Ind.	182,416	110
Jackson, Miss.	182,200	111
Mobile, Ala.	180,197	112
Flint, Mich.	180,133	113
Chattanooga, Tenn.	178,742	114
Aurora–Elgin, Ill.	178,309	115
Augusta, Ga.	174,326	116
Sarasota, Fla.	166,484	117
Fort Wayne, Ind.	166,263	118
Colorado Springs, Colo.	165,965	119
Santa Barbara–Santa Maria–Lompoc, Cal.	165,156	120
Canton, Ohio	163,182	121
Davenport–Rock Island–Moline, Iowa–Ill.	162,749	122
Spokane, Wash.	162,172	123
Reno, Nev.	161,286	124
Santa Rosa–Petaluma, Cal.	158,034	125
Beaumont–Port Arthur, Tex.	157,319	126
York, Pa.	155,501	127
Shreveport, La.	153,165	128
Ann Arbor, Mich.	151,960	129
Portsmouth–Dover–Rochester, N.H.	151,360	130
Salinas–Seaside–Monterey, Cal.	149,827	131
Huntsville, Ala.	149,381	132
Bakersfield, Cal.	146,315	133
Lancaster, Pa.	146,014	134
Anchorage, Alas.	141,642	135
Johnson City–Kingsport–Bristol, Tenn.	138,744	136
Rockford, Ill.	138,409	137
Roanoke, Va.	138,389	138
McAllen–Edinburg–Mission, Tex.	138,080	139
Peoria, Ill.	137,982	140
Poughkeepsie, N.Y.	137,745	141
Stockton, Cal.	137,706	142
Vallejo–Fairfield–Napa, Cal.	135,665	143
Appleton–Oshkosh–Neenah, Wisc.	134,647	144
Montgomery, Ala.	132,138	145
Evansville, Ind.	130,500	146
Daytona Beach, Fla.	130,331	147
Melbourne–Titusville–Palm Bay, Fla.	129,042	148
Corpus Christi, Tex.	127,214	149
Orange County, N.Y.	127,005	150
Total Top 150	**80,349,788**	
Amarillo, Tex.	125,711	151
Huntington–Ashland, W.Va.–Ky.	124,185	152
Modesto, Cal.	121,194	153
Springfield, Mo.	120,993	154
Pensacola, Fla.	120,397	155
South Bend–Mishawaka, Ind.	120,294	156
Kalamazoo, Mich.	120,202	157
Lakeland–Winter Haven, Fla.	116,539	158
Binghamton, N.Y.	115,125	159
Macon–Warner Robins, Ga.	114,502	160
Savannah, Ga.	112,129	161
Boulder–Longmont, Colo.	110,508	162
Brownsville–Harlingen, Tex.	109,770	163
Galveston–Texas City, Tex.	109,588	164
Charleston, W.Va.	105,918	165
Tallahassee, Fla.	105,713	166
New London–Norwich, Conn.	105,097	167
Utica–Rome, N.Y.	104,469	168
Columbus, Ga.	104,051	169
Eugene–Springfield, Ore.	104,005	170
Erie, Pa.	103,740	171
Lubbock, Tex.	103,652	172
Lafayette, La.	101,278	173
Springfield, Ill.	98,820	174
Lincoln, Neb.	98,436	175
Green Bay, Wisc.	97,255	176
Duluth, Minn.	97,224	177
Naples, Fla.	95,338	178
Cedar Rapids, Iowa	94,674	179
Fayetteville, N.C.	94,551	180
Joliet, Ill.	92,304	181
Fargo–Moorhead, N.D.–Minn.	88,602	182
Fort Pierce, Fla.	88,126	183
Salem, Ore.	84,086	184
Waco, Tex.	82,723	185
Monroe, La.	82,598	186
Niagara Falls, N.Y.	82,435	187
Gainesville, Fla.	82,202	188
Champaign–Urbana–Rantoul, Ill.	82,138	189
Lorain–Elyria, Ohio	82,035	190
Charlottesville, Va.	78,372	191
Sioux Falls, S.D.	78,066	192
Alexandria, La.	74,841	193
Fort Smith, Ark.	74,782	194
Tyler, Tex.	74,435	195
Laredo, Tex.	74,237	196
Bradenton, Fla.	74,053	197
Tuscaloosa, Ala.	73,117	198
Killeen–Temple, Tex.	72,742	199
Pittsfield, Mass.	72,159	200
Total Top 200	**85,199,199**	
Topeka, Kans.	71,963	201
Lima, Ohio	71,947	202
Racine, Wisc.	71,848	203
Visalia–Tulare–Porterville, Cal.	71,431	204
Wilmington, N.C.	70,122	205
Hickory–Morganton, N.C.	70,051	206
Boise, Ida.	69,542	207
Lafayette–West Lafayette, Ind.	69,468	208
Dothan, Ala.	67,918	209
Asheville, N.C.	67,199	210
Longview–Marshall, Tex.	67,180	211
Fort Walton Beach, Fla.	66,170	212
Rochester, Minn.	65,650	213
Provo–Orem, Utah	65,590	214
Lynchburg, Va.	65,537	215
Parkersburg–Marietta, W.Va.–Ohio	65,270	216
Wheeling, W.Va.	63,829	217
Fort Collins–Loveland, Colo.	63,755	218
Santa Cruz, Cal.	63,666	219
Vancouver, Wash.	63,299	220
Lake Charles, La.	63,241	221
Altoona, Pa.	61,962	222
Clarksville–Hopkinsville, Tenn.–Ky.	61,892	223
Bangor, Me.	60,967	224
Waterloo–Cedar Falls, Iowa	60,379	225
Billings, Mont.	60,188	226
Biloxi–Gulfport, Miss.	59,767	227
Mansfield, Ohio	59,652	228
Santa Fe, N.M.	59,273	229
Anderson, S.C.	58,912	230
Panama City, Fla.	58,537	231
Eau Claire, Wisc.	58,449	232
Ocala, Fla.	58,279	233
Texarkana, Tex.–Ark.	58,057	234
Midland, Tex.	57,928	235
Wichita Falls, Tex.	57,907	236
Yakima, Wash.	57,050	237
Beaver County, Pa.	56,684	238
Florence, Ala.	56,458	239
Joplin, Mo.	56,116	240
Athens, Ga.	55,914	241
Medford, Ore.	55,906	242
Columbia, Mo.	55,853	243
Bloomington–Normal, Ill.	55,523	244
Lawton, Okla.	55,268	245
Sioux City, Iowa	54,484	246
La Crosse, Wisc.	53,804	247
Houma–Thibodaux, La.	53,595	248
Burlington, Vt.	53,558	249
Battle Creek, Mich.	53,141	250
Total Top 250	**88,279,378**	
Johnstown, Pa.	53,075	251
Abilene, Tex.	52,873	252
Elkhart–Goshen, Ind.	52,638	253
Hamilton–Middletown, Ohio	52,556	254
Albany, Ga.	52,511	255
Dubuque, Iowa	50,804	256
Chico, Cal.	50,473	257
Decatur, Ill.	50,280	258
Brazoria, Tex.	50,271	259
Florence, S.C.	49,935	260
Fayetteville–Springdale, Ark.	49,508	261
Bremerton, Wash.	48,918	262
Muskegon, Mich.	48,809	263
Olympia, Wash.	48,707	264
Bryan–College Station, Tex.	48,190	265
Owensboro, Ky.	47,971	266
Jackson, Tenn.	46,826	267
Benton Harbor, Mich.	46,782	268
Rapid City, S.D.	46,279	269
Janesville–Beloit, Wisc.	46,196	270
Jackson, Mich.	45,868	271
Bloomington, Ind.	45,443	272
Grand Forks, N.D.	45,380	273
Elmira, N.Y.	45,183	274
Muncie, Ind.	45,080	275
Vineland–Millville–Bridgeton, N.J.	44,852	276
Cumberland, Md.	44,603	277
Odessa, Tex.	44,596	278
Burlington, N.C.	44,585	279
Richland–Kennewick–Pasco, Wash.	44,055	280
State College, Pa.	43,883	281
Williamsport, Pa.	43,845	282
Bismarck, N.D.	43,494	283
Sherman–Denison, Tex.	42,659	284
Bellingham, Wash.	42,057	285
Glens Falls, N.Y.	41,803	286
San Angelo, Tex.	41,579	287
Redding, Cal.	40,907	288
Steubenville–Weirton, Ohio–W.Va.	40,398	289
Decatur, Ala.	40,248	290
Jamestown–Dunkirk, N.Y.	40,194	291
Great Falls, Mont.	40,136	292
Pueblo, Colo.	39,367	293
Anniston, Ala.	39,361	294
Wausau, Wisc.	39,148	295
Greeley, Colo.	38,538	296
Anderson, Ind.	38,526	297
Iowa City, Iowa	38,495	298
Kenosha, Wisc.	37,778	299
Gadsden, Ala.	37,284	300
Jacksonville, N.C.	37,203	301
Sharon, Pa.	36,424	302
Hagerstown, Md.	36,408	303
Danville, Va.	36,314	304
Victoria, Tex.	36,117	305
Yuma, Ariz.	35,255	306
Lewiston–Auburn, Me.	34,355	307
Las Cruces, N.M.	33,665	308
Pine Bluff, Ark.	31,746	309
Merced, Cal.	31,202	310
Kankakee, Ill.	29,061	311
St. Joseph, Mo.	28,755	312
Cheyenne, Wyo.	28,412	313
Lawrence, Kans.	27,277	314
Yuba City, Cal.	26,471	315
Sheboygan, Wisc.	26,431	316
Enid, Okla.	25,214	317
Pascagoula, Miss.	23,513	318
Kokomo, Ind.	21,445	319
Casper, Wyo.	17,920	320
Total Above Areas	**91,138,513**	
Percent of U.S.	**87.1529**	
U.S. Total	**104,569,676**	

Men's and Boys' Clothing Sales

Area	($000)	Rank
New York, N.Y.	2,122,568	1
Los Angeles–Long Beach, Cal.	1,880,850	2
Chicago, Ill.	1,777,933	3
Philadelphia, Pa.	1,079,782	4
Detroit, Mich.	1,025,894	5
Washington, D.C.	997,620	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	948,097	7
Nassau–Suffolk, N.Y.	791,492	8
Houston, Tex.	781,737	9
Dallas, Tex.	756,848	10
Atlanta, Ga.	707,641	11
Minneapolis–St. Paul, Minn.	666,596	12
Anaheim–Santa Ana, Cal.	664,577	13
San Francisco, Cal.	597,805	14
Seattle, Wash.	537,384	15
Baltimore, Md.	524,353	16
St. Louis, Mo.	510,472	17
San Diego, Cal.	501,333	18
Miami–Hialeah, Fla.	491,040	19
Bergen–Passaic, N.J.	465,479	20
Riverside–San Bernardino, Cal.	463,368	21
Phoenix, Ariz.	442,031	22
Cleveland, Ohio	431,458	23
Pittsburgh, Pa.	424,452	24
Denver, Colo.	411,292	25
Tampa–St. Petersburg–Clearwater, Fla.	403,952	26
Oakland, Cal.	395,090	27
San Jose, Cal.	370,774	28
Kansas City, Mo.–Kans.	359,770	29
Columbus, Ohio	355,802	30
Cincinnati, Ohio	354,316	31
Milwaukee, Wisc.	348,365	32
Newark, N.J.	341,483	33
Honolulu, Haw.	310,833	34
Indianapolis, Ind.	307,091	35
Portland, Ore.	305,513	36
Fort Worth–Arlington, Tex.	299,717	37
Middlesex–Somerset–Hunterdon, N.J.	299,324	38
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	291,948	39
Norfolk–Virginia Beach–Newport News, Va.	286,274	40
San Antonio, Tex.	269,456	41
New Orleans, La.	265,259	42
Sacramento, Cal.	259,240	43
Monmouth–Ocean, N.J.	241,610	44
Orlando, Fla.	239,686	45
West Palm Beach–Boca Raton–Delray Beach, Fla.	239,676	46
Nashville, Tenn.	236,916	47
Salt Lake City–Ogden, Utah	236,832	48
Hartford–New Britain–Middletown–Bristol, Conn.	235,535	49
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	224,753	50
Total Top 50	**27,481,317**	
Bridgeport–Stamford–Norwalk–Danbury, Conn.	214,444	51
Memphis, Tenn.	212,953	52
Louisville, Ky.	204,114	53
Dayton–Springfield, Ohio	202,643	54
Portland, Me.	193,625	55
Greensboro–Winston-Salem–High Point, N.C.	192,822	56
Las Vegas, Nev.	190,996	57
Birmingham, Ala.	187,086	58
Oklahoma City, Okla.	183,268	59
Rochester, N.Y.	180,794	60
Grand Rapids, Mich.	179,867	61
Buffalo, N.Y.	178,652	62
Richmond–Petersburg, Va.	173,584	63
Austin, Tex.	169,938	64
Toledo, Ohio	168,484	65
Albany–Schenectady–Troy, N.Y.	166,436	66
Providence–Pawtucket–Woonsocket, R.I.	165,342	67
New Haven–Waterbury–Meriden, Conn.	161,270	68
Jacksonville, Fla.	158,118	69
Raleigh–Durham, N.C.	150,769	70
Oxnard–Ventura, Cal.	145,606	71
Omaha, Neb.	144,889	72
Scranton–Wilkes-Barre, Pa.	142,547	73
Knoxville, Tenn.	141,984	74
St. Cloud, Minn.	139,904	75
Tulsa, Okla.	137,932	76
Allentown–Bethlehem–Easton, Pa.	132,899	77
Worcester–Fitchburg–Leominster, Mass.	131,636	78
New Bedford–Fall River–Attleboro, Mass.	128,114	79
Springfield, Mass.	128,089	80
Baton Rouge, La.	123,694	81
Syracuse, N.Y.	123,435	82
El Paso, Tex.	123,098	83
Little Rock–North Little Rock, Ark.	122,818	84
Wilmington, Del.	122,464	85
Akron, Ohio	121,155	86
Wichita, Kans.	118,742	87
Lake County, Ill.	118,256	88
Albuquerque, N.M.	117,919	89
Fresno, Cal.	115,399	90
Greenville–Spartanburg, S.C.	115,388	91
Tucson, Ariz.	114,841	92
Jersey City, N.J.	114,303	93
Des Moines, Iowa	111,037	94
Reading, Pa.	111,029	95
Harrisburg–Lebanon–Carlisle, Pa.	107,056	96
Gary–Hammond, Ind.	104,794	97
Lansing–East Lansing, Mich.	102,467	98
Youngstown–Warren, Ohio	102,395	99
Tacoma, Wash.	102,183	100
Total Top 100	**34,782,595**	
Lexington-Fayette, Ky.	100,359	101
Madison, Wisc.	100,007	102
Saginaw–Bay City–Midland, Mich.	96,643	103
Manchester–Nashua, N.H.	96,470	104
Columbia, S.C.	94,690	105
Flint, Mich.	92,004	106
Chattanooga, Tenn.	89,437	107
Reno, Nev.	88,659	108
Atlantic City, N.J.	88,211	109
Trenton, N.J.	87,313	110
Charleston, S.C.	86,569	111
Bakersfield, Cal.	85,841	112
Aurora–Elgin, Ill.	85,151	113
Spokane, Wash.	83,043	114
Augusta, Ga.	82,542	115
Mobile, Ala.	80,147	116
Fort Wayne, Ind.	79,954	117
Davenport–Rock Island–Moline, Iowa–Ill.	79,030	118
Portsmouth–Dover–Rochester, N.H.	78,917	119
Santa Barbara–Santa Maria–Lompoc, Cal.	78,510	120
Jackson, Miss.	78,057	121
Santa Rosa–Petaluma, Cal.	76,201	122
York, Pa.	75,737	123
Colorado Springs, Colo.	75,047	124
Johnson City–Kingsport–Bristol, Tenn.	74,983	125
Fort Myers–Cape Coral, Fla.	74,929	126
Salinas–Seaside–Monterey, Cal.	74,500	127
Canton, Ohio	74,343	128
Ann Arbor, Mich.	74,313	129
Beaumont–Port Arthur, Tex.	74,095	130
Stockton, Cal.	73,938	131
McAllen–Edinburg–Mission, Tex.	70,882	132
Shreveport, La.	69,080	133
Appleton–Oshkosh–Neenah, Wisc.	68,935	134
Orange County, N.Y.	68,526	135
Rockford, Ill.	66,546	136
Peoria, Ill.	66,345	137
Daytona Beach, Fla.	65,958	138
Anchorage, Alas.	65,528	139
Sarasota, Fla.	65,087	140
Lancaster, Pa.	64,859	141
Vallejo–Fairfield–Napa, Cal.	64,232	142
South Bend–Mishawaka, Ind.	64,155	143
Modesto, Cal.	63,182	144
Huntsville, Ala.	62,936	145
Melbourne–Titusville–Palm Bay, Fla.	62,553	146
Evansville, Ind.	61,627	147
Huntington–Ashland, W.Va.–Ky.	61,459	148
Montgomery, Ala.	60,621	149
Springfield, Mo.	60,586	150
Total Top 150	**38,595,332**	
Amarillo, Tex.	60,115	151
Poughkeepsie, N.Y.	58,941	152
Kalamazoo, Mich.	57,550	153
Roanoke, Va.	57,474	154
Pensacola, Fla.	57,033	155
Binghamton, N.Y.	55,905	156
Terre Haute, Ind.	55,164	157
Lakeland–Winter Haven, Fla.	54,814	158
Corpus Christi, Tex.	54,808	159
Boulder–Longmont, Colo.	54,276	160
Lubbock, Tex.	52,842	161
Green Bay, Wisc.	51,582	162
Charleston, W.Va.	51,531	163
Brownsville–Harlingen, Tex.	51,060	164
Eugene–Springfield, Ore.	50,831	165
New London–Norwich, Conn.	50,636	166
Macon–Warner Robins, Ga.	49,893	167
Tallahassee, Fla.	49,732	168
Duluth, Minn.	49,719	169
Erie, Pa.	48,530	170
Galveston–Texas City, Tex.	48,507	171
Springfield, Ill.	48,362	172
Fayetteville, N.C.	47,794	173
Lincoln, Neb.	47,647	174
Columbus, Ga.	47,145	175
Joliet, Ill.	46,539	176
Savannah, Ga.	46,386	177
Cedar Rapids, Iowa	46,037	178
Fargo–Moorhead, N.D.–Minn.	45,083	179
Champaign–Urbana–Rantoul, Ill.	44,780	180
Laredo, Tex.	43,507	181
Lorain–Elyria, Ohio	42,726	182
Salem, Ore.	42,543	183
Utica–Rome, N.Y.	42,412	184
Decatur, Ill.	42,238	185
Lafayette, La.	42,137	186
Bangor, Me.	40,973	187
Gainesville, Fla.	40,958	188
Waco, Tex.	39,886	189
Niagara Falls, N.Y.	39,860	190
Sioux Falls, S.D.	39,531	191
Naples, Fla.	39,208	192
Bradenton, Fla.	39,166	193
Racine, Wisc.	38,861	194
Visalia–Tulare–Porterville, Cal.	38,784	195
Fort Pierce, Fla.	37,143	196
Alexandria, La.	36,843	197
Monroe, La.	36,831	198
Lima, Ohio	36,743	199
Lafayette–West Lafayette, Ind.	36,380	200
Total Top 200	**40,932,778**	
Provo–Orem, Utah	36,059	201
Topeka, Kans.	35,473	202
Fort Smith, Ark.	35,221	203
Boise, Ida.	34,886	204
Tyler, Tex.	34,814	205
Rochester, Minn.	34,771	206
Killeen–Temple, Tex.	34,617	207
Tuscaloosa, Ala.	34,551	208
Pittsfield, Mass.	33,916	209
Wilmington, N.C.	33,876	210
Longview–Marshall, Tex.	33,782	211
Asheville, N.C.	33,608	212
Santa Cruz, Cal.	33,362	213
Yakima, Wash.	32,879	214
Wichita Falls, Tex.	32,320	215
Vancouver, Wash.	32,120	216
Anderson, Ind.	31,963	217
Wheeling, W.Va.	31,835	218
Eau Claire, Wisc.	31,397	219
Burlington, Vt.	31,354	220
Sioux City, Iowa	31,157	221
Battle Creek, Mich.	30,878	222
Fort Walton Beach, Fla.	30,780	223
Ocala, Fla.	30,530	224
Panama City, Fla.	30,528	225
Fort Collins–Loveland, Colo.	30,195	226
Waterloo–Cedar Falls, Iowa	30,112	227
Charlottesville, Va.	30,078	228
Lynchburg, Va.	30,072	229
Dothan, Ala.	29,944	230
Bloomington–Normal, Ill.	29,692	231
Mansfield, Ohio	29,580	232
Medford, Ore.	29,374	233
Parkersburg–Marietta, W.Va.–Ohio	29,347	234
Clarksville–Hopkinsville, Tenn.–Ky.	29,309	235
Altoona, Pa.	29,174	236
Biloxi–Gulfport, Miss.	29,150	237
Florence, Ala.	29,094	238
Santa Fe, N.M.	28,899	239
Hickory–Morganton, N.C.	28,692	240
Texarkana, Tex.–Ark.	28,662	241
Lake Charles, La.	28,493	242
Beaver County, Pa.	27,812	243
Chico, Cal.	27,803	244
Lawton, Okla.	27,541	245
Fayetteville–Springdale, Ark.	27,080	246
Bloomington, Ind.	26,939	247
Athens, Ga.	26,850	248
Billings, Mont.	26,741	249
Jackson, Mich.	26,446	250
Total Top 250	**42,476,534**	
Florence, S.C.	26,188	251
Grand Forks, N.D.	26,082	252
La Crosse, Wisc.	25,850	253
Johnstown, Pa.	25,714	254
Columbia, Mo.	25,628	255
Muskegon, Mich.	25,439	256
Joplin, Mo.	25,278	257
Elkhart–Goshen, Ind.	25,267	258
Benton Harbor, Mich.	25,238	259
Rapid City, S.D.	25,177	260
Brazoria, Tex.	24,687	261
Abilene, Tex.	24,641	262
Bryan–College Station, Tex.	24,601	263
Houma–Thibodaux, La.	24,545	264
Richland–Kennewick–Pasco, Wash.	24,360	265
Bellingham, Wash.	24,003	266
Olympia, Wash.	23,827	267
Hamilton–Middletown, Ohio	23,753	268
Muncie, Ind.	23,748	269
Albany, Ga.	23,738	270
State College, Pa.	23,710	271
Lewiston–Auburn, Me.	23,199	272
Vineland–Millville–Bridgeton, N.J.	23,082	273
Elmira, N.Y.	22,936	274
Dubuque, Iowa	22,922	275
Midland, Tex.	22,893	276
Anderson, S.C.	22,890	277
Redding, Cal.	22,863	278
Janesville–Beloit, Wisc.	22,682	279
Bremerton, Wash.	22,531	280
Williamsport, Pa.	21,906	281
Bismarck, N.D.	21,764	282
Odessa, Tex.	21,720	283
Wausau, Wisc.	21,668	284
Jacksonville, N.C.	21,478	285
Cumberland, Md.	21,179	286
Steubenville–Weirton, Ohio–W.Va.	21,034	287
Owensboro, Ky.	21,007	288
Burlington, N.C.	20,850	289
Danville, Va.	20,725	290
Jackson, Tenn.	20,700	291
San Angelo, Tex.	20,624	292
Pueblo, Colo.	20,441	293
Jamestown–Dunkirk, N.Y.	19,978	294
Hagerstown, Md.	19,458	295
Sherman–Denison, Tex.	19,172	296
Kenosha, Wisc.	19,160	297
Merced, Cal.	19,042	298
Glens Falls, N.Y.	18,423	299
Sharon, Pa.	18,282	300
Decatur, Ala.	18,065	301
Yuma, Ariz.	17,918	302
Victoria, Tex.	17,842	303
Anniston, Ala.	17,662	304
Iowa City, Iowa	17,589	305
Greeley, Colo.	17,322	306
Las Cruces, N.M.	16,300	307
Gadsden, Ala.	16,182	308
Great Falls, Mont.	15,603	309
Cheyenne, Wyo.	15,303	310
St. Joseph, Mo.	14,932	311
Sheboygan, Wisc.	14,749	312
Yuba City, Cal.	14,286	313
Lawrence, Kans.	13,923	314
Kokomo, Ind.	13,771	315
Kankakee, Ill.	13,757	316
Pine Bluff, Ark.	13,403	317
Pascagoula, Miss.	12,827	318
Enid, Okla.	11,967	319
Casper, Wyo.	10,990	320
Total Above Areas	**43,917,208**	
Percent of U.S.	**86.4174**	
U.S. Total	**50,819,889**	

Footwear Sales

Area	($000)	Rank
New York, N.Y.	1,134,543	1
Los Angeles–Long Bench, Cal.	1,108,073	2
Chicago, Ill.	1,024,787	3
Philadelphia, Pa.	559,893	4
Detroit, Mich.	550,637	5
Washington, D.C.	520,764	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	449,875	7
Dallas, Tex.	429,544	8
Houston, Tex.	413,662	9
Atlanta, Ga.	405,035	10
Nassau–Suffolk, N.Y.	395,716	11
Anaheim–Santa Ana, Cal.	359,701	12
Miami–Hialeah, Fla.	326,101	13
Seattle, Wash.	314,358	14
San Diego, Cal.	313,906	15
Minneapolis–St. Paul, Minn.	309,607	16
San Francisco, Cal.	309,499	17
Baltimore, Md.	300,917	18
St. Louis, Mo.	278,661	19
Oakland, Cal.	272,652	20
San Jose, Cal.	257,646	21
Riverside–San Bernardino, Cal.	254,025	22
Bergen–Passaic, N.J.	251,881	23
Phoenix, Ariz.	249,437	24
Tampa–St. Petersburg–Clearwater, Fla.	248,430	25
Cleveland, Ohio	224,485	26
Pittsburgh, Pa.	224,464	27
Newark, N.J.	218,014	28
Denver, Colo.	215,924	29
Indianapolis, Ind.	198,258	30
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	188,590	31
Portland, Ore.	187,319	32
New Orleans, La.	187,274	33
Milwaukee, Wisc.	185,148	34
San Antonio, Tex.	180,705	35
Cincinnati, Ohio	179,036	36
Kansas City, Mo.–Kans.	178,128	37
Fort Worth–Arlington, Tex.	171,034	38
Columbus, Ohio	165,333	39
Norfolk–Virginia Beach–Newport News, Va.	162,085	40
Sacramento, Cal.	151,373	41
Orlando, Fla.	142,765	42
West Palm Beach–Boca Raton–Delray Beach, Fla.	138,132	43
Honolulu, Haw.	135,185	44
Las Vegas, Nev.	134,429	45
Salt Lake City–Ogden, Utah	134,026	46
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	132,437	47
Middlesex–Somerset–Hunterdon, N.J.	132,111	48
Memphis, Tenn.	121,875	49
Greensboro–Winston-Salem–High Point, N.C.	121,247	50
Total Top 50	**15,248,727**	
Nashville, Tenn.	120,681	51
Portland, Me.	119,855	52
Bridgeport–Stamford–Norwalk–Danbury, Conn.	116,699	53
Hartford–New Britain–Middletown–Bristol, Conn.	115,787	54
Birmingham, Ala.	115,547	55
Oklahoma City, Okla.	115,142	56
Austin, Tex.	113,193	57
Monmouth–Ocean, N.J.	111,552	58
Louisville, Ky.	105,397	59
Dayton–Springfield, Ohio	104,158	60
Rochester, N.Y.	98,574	61
Jacksonville, Fla.	95,046	62
Richmond–Petersburg, Va.	94,709	63
Buffalo, N.Y.	91,382	64
Raleigh–Durham, N.C.	88,389	65
Tulsa, Okla.	85,065	66
Albany–Schenectady–Troy, N.Y.	84,539	67
Greenville–Spartanburg, S.C.	84,423	68
Grand Rapids, Mich.	82,525	69
Baton Rouge, La.	81,594	70
Tucson, Ariz.	80,940	71
New Haven–Waterbury–Meriden, Conn.	80,810	72
Jersey City, N.J.	80,664	73
Oxnard–Ventura, Cal.	79,186	74
El Paso, Tex.	78,586	75
Toledo, Ohio	76,773	76
Providence–Pawtucket–Woonsocket, R.I.	75,881	77
Albuquerque, N.M.	75,310	78
Omaha, Neb.	73,255	79
Little Rock–North Little Rock, Ark.	73,201	80
Knoxville, Tenn.	72,630	81
Allentown–Bethlehem–Easton, Pa.	70,373	82
Tacoma, Wash.	69,495	83
Fresno, Cal.	67,025	84
Wichita, Kans.	66,938	85
Wilmington, Del.	66,290	86
Scranton–Wilkes-Barre, Pa.	66,155	87
Akron, Ohio	63,837	88
Harrisburg–Lebanon–Carlisle, Pa.	62,400	89
Mobile, Ala.	61,887	90
Gary–Hammond, Ind.	60,363	91
Charleston, S.C.	59,144	92
Syracuse, N.Y.	58,885	93
New Bedford–Fall River–Attleboro, Mass.	57,735	94
Jackson, Miss.	57,448	95
Terre Haute, Ind.	57,389	96
Trenton, N.J.	54,131	97
Columbia, S.C.	53,810	98
Roanoke, Va.	53,673	99
Lake County, Ill.	53,657	100
Total Top 100	**19,280,855**	
Worcester–Fitchburg–Leominster, Mass.	52,558	101
Springfield, Mass.	51,991	102
Youngstown–Warren, Ohio	51,724	103
Madison, Wisc.	50,839	104
Saginaw–Bay City–Midland, Mich.	50,792	105
Bakersfield, Cal.	50,580	106
Des Moines, Iowa	48,967	107
Chattanooga, Tenn.	48,905	108
Lansing–East Lansing, Mich.	48,413	109
Santa Barbara–Santa Maria–Lompoc, Cal.	48,281	110
Spokane, Wash.	47,965	111
Augusta, Ga.	47,869	112
Lexington-Fayette, Ky.	47,338	113
Manchester–Nashua, N.H.	46,934	114
Fort Myers–Cape Coral, Fla.	46,643	115
Reno, Nev.	45,475	116
Santa Rosa–Petaluma, Cal.	45,160	117
Shreveport, La.	44,589	118
Colorado Springs, Colo.	43,481	119
Stockton, Cal.	43,434	120
McAllen–Edinburg–Mission, Tex.	42,793	121
Ann Arbor, Mich.	42,642	122
Reading, Pa.	42,642	122
Corpus Christi, Tex.	42,029	124
Atlantic City, N.J.	41,780	125
St. Cloud, Minn.	41,301	126
Salinas–Seaside–Monterey, Cal.	40,899	127
Aurora–Elgin, Ill.	40,819	128
Johnson City–Kingsport–Bristol, Tenn.	40,801	129
Sarasota, Fla.	40,644	130
Flint, Mich.	40,524	131
Fort Wayne, Ind.	40,490	132
Beaumont–Port Arthur, Tex.	40,398	133
Lancaster, Pa.	39,835	134
Modesto, Cal.	38,689	135
Vallejo–Fairfield–Napa, Cal.	38,132	136
Canton, Ohio	37,984	137
Davenport–Rock Island–Moline, Iowa–Ill.	37,907	138
Anchorage, Alas.	37,803	139
Montgomery, Ala.	37,623	140
Lubbock, Tex.	37,110	141
Portsmouth–Dover–Rochester, N.H.	36,516	142
Daytona Beach, Fla.	36,309	143
York, Pa.	35,894	144
Eugene–Springfield, Ore.	35,393	145
Kalamazoo, Mich.	34,601	146
Peoria, Ill.	33,915	147
Rockford, Ill.	33,636	148
Appleton–Oshkosh–Neenah, Wisc.	33,537	149
Huntsville, Ala.	32,880	150
Total Top 150	**21,398,319**	
Tallahassee, Fla.	31,705	151
Brownsville–Harlingen, Tex.	31,664	152
Macon–Warner Robins, Ga.	31,496	153
Huntington–Ashland, W.Va.–Ky.	31,479	154
Evansville, Ind.	31,131	155
Orange County, N.Y.	30,880	156
Amarillo, Tex.	30,724	157
Savannah, Ga.	30,691	158
Boulder–Longmont, Colo.	30,670	159
Fayetteville, N.C.	30,011	160
Pensacola, Fla.	29,802	161
Springfield, Mo.	29,767	162
South Bend–Mishawaka, Ind.	29,631	163
Lafayette, La.	29,533	164
Galveston–Texas City, Tex.	29,396	165
Lakeland–Winter Haven, Fla.	29,392	166
Melbourne–Titusville–Palm Bay, Fla.	29,157	167
Charleston, W.Va.	28,780	168
Salem, Ore.	28,241	169
Columbus, Ga.	28,042	170
Waco, Tex.	27,774	171
Niagara Falls, N.Y.	27,302	172
Poughkeepsie, N.Y.	27,125	173
Racine, Wisc.	26,024	174
Monroe, La.	25,488	175
Tyler, Tex.	25,035	176
Lincoln, Neb.	25,006	177
Green Bay, Wisc.	24,621	178
Erie, Pa.	24,385	179
New London–Norwich, Conn.	24,274	180
Binghamton, N.Y.	23,800	181
Champaign–Urbana–Rantoul, Ill.	23,799	182
Sharon, Pa.	23,650	183
Naples, Fla.	23,452	184
Gainesville, Fla.	23,140	185
Laredo, Tex.	22,991	186
Longview–Marshall, Tex.	22,825	187
Bradenton, Fla.	22,463	188
Alexandria, La.	22,453	189
Wilmington, N.C.	22,410	190
Cedar Rapids, Iowa	22,404	191
Asheville, N.C.	22,383	192
Provo–Orem, Utah	22,283	193
Bangor, Me.	21,790	194
Duluth, Minn.	21,740	195
Visalia–Tulare–Porterville, Cal.	21,600	196
Santa Cruz, Cal.	21,563	197
Fargo–Moorhead, N.D.–Minn.	21,371	198
Springfield, Ill.	21,217	199
Fort Pierce, Fla.	21,044	200
Total Top 200	**22,705,923**	
Dothan, Ala.	20,735	201
Topeka, Kans.	20,711	202
Utica–Rome, N.Y.	20,521	203
Joplin, Mo.	20,507	204
Sioux Falls, S.D.	20,428	205
Hickory–Morganton, N.C.	20,380	206
Fort Smith, Ark.	20,229	207
Boise, Ida.	20,191	208
Santa Fe, N.M.	20,045	209
Lake Charles, La.	19,939	210
Killeen–Temple, Tex.	19,930	211
Tuscaloosa, Ala.	19,853	212
Joliet, Ill.	19,394	213
Fort Collins–Loveland, Colo.	19,338	214
Yakima, Wash.	19,281	215
Lorain–Elyria, Ohio	18,893	216
Houma–Thibodaux, La.	18,696	217
Wausau, Wisc.	18,250	218
Vancouver, Wash.	18,135	219
Panama City, Fla.	18,044	220
Lima, Ohio	17,999	221
Medford, Ore.	17,870	222
Athens, Ga.	17,754	223
Clarksville–Hopkinsville, Tenn.–Ky.	17,564	224
Wichita Falls, Tex.	17,349	225
Bremerton, Wash.	17,297	226
Bellingham, Wash.	16,813	227
Charlottesville, Va.	16,731	228
Lynchburg, Va.	16,549	229
Biloxi–Gulfport, Miss.	16,489	230
Abilene, Tex.	16,257	231
Anderson, S.C.	16,236	232
Fort Walton Beach, Fla.	16,189	233
Ocala, Fla.	16,030	234
Rochester, Minn.	15,977	235
Parkersburg–Marietta, W.Va.–Ohio	15,943	236
Beaver County, Pa.	15,869	237
Rapid City, S.D.	15,845	238
Odessa, Tex.	15,833	239
Lafayette–West Lafayette, Ind.	15,815	240
Benton Harbor, Mich.	15,765	241
Wheeling, W.Va.	15,737	242
Florence, S.C.	15,683	243
Chico, Cal.	15,555	244
Battle Creek, Mich.	15,255	245
Elkhart–Goshen, Ind.	15,252	246
Fayetteville–Springdale, Ark.	15,249	247
Midland, Tex.	15,127	248
Billings, Mont.	15,019	249
Florence, Ala.	14,951	250
Total Top 250	**23,585,425**	
Pittsfield, Mass.	14,859	251
Albany, Ga.	14,798	252
Mansfield, Ohio	14,783	253
Kenosha, Wisc.	14,670	254
Burlington, N.C.	14,635	255
Olympia, Wash.	14,198	256
Texarkana, Tex.–Ark.	14,192	257
Redding, Cal.	14,125	258
Muskegon, Mich.	14,049	259
Brazoria, Tex.	13,956	260
La Crosse, Wisc.	13,950	261
Hamilton–Middletown, Ohio	13,855	262
Altoona, Pa.	13,791	263
Johnstown, Pa.	13,784	264
Bryan-College Station, Tex.	13,667	265
Vineland–Millville–Bridgeton, N.J.	13,572	266
Sioux City, Iowa	13,539	267
Bloomington–Normal, Ill.	13,460	268
Columbia, Mo.	13,459	269
Williamsport, Pa.	13,301	270
Waterloo–Cedar Falls, Iowa	13,146	271
Lawton, Okla.	13,028	272
Jackson, Mich.	13,011	273
Owensboro, Ky.	12,972	274
Eau Claire, Wisc.	12,949	275
Decatur, Ill.	12,918	276
Pueblo, Colo.	12,856	277
Elmira, N.Y.	12,760	278
San Angelo, Tex.	12,606	279
Cumberland, Md.	12,435	280
Jackson, Tenn.	12,215	281
Richland–Kennewick–Pasco, Wash.	12,102	282
Burlington, Vt.	12,066	283
Muncie, Ind.	12,001	284
Bloomington, Ind.	11,415	285
Grand Forks, N.D.	11,383	286
Sherman–Denison, Tex.	11,367	287
Victoria, Tex.	11,345	288
Anniston, Ala.	11,344	289
Janesville–Beloit, Wisc.	11,246	290
Lewiston–Auburn, Me.	11,084	291
Jacksonville, N.C.	11,014	292
Merced, Cal.	10,994	293
Decatur, Ala.	10,865	294
State College, Pa.	10,690	295
Dubuque, Iowa	10,397	296
Gadsden, Ala.	10,375	297
Iowa City, Iowa	10,332	298
Bismarck, N.D.	10,213	299
Hagerstown, Md.	10,153	300
Las Cruces, N.M.	10,113	301
Great Falls, Mont.	9,973	302
Pine Bluff, Ark.	9,834	303
Anderson, Ind.	9,318	304
Steubenville–Weirton, Ohio–W.Va.	9,220	305
Pascagoula, Miss.	9,164	306
Sheboygan, Wisc.	9,062	307
Greeley, Colo.	9,037	308
Cheyenne, Wyo.	8,804	309
Glens Falls, N.Y.	8,755	310
Yuma, Ariz.	8,641	311
Lawrence, Kans.	8,531	312
Jamestown–Dunkirk, N.Y.	8,500	313
St. Joseph, Mo.	7,839	314
Danville, Va.	7,606	315
Kankakee, Ill.	7,370	316
Casper, Wyo.	7,300	317
Yuba City, Cal.	6,893	318
Enid, Okla.	6,028	319
Kokomo, Ind.	3,740	320
Total Above Areas	**24,383,078**	
Percent of U.S.	**86.9128**	
U.S. Total	**28,054,634**	

Major Household Appliance Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	854,025	1
Chicago, Ill.	566,310	2
New York, N.Y.	536,474	3
Detroit, Mich.	394,779	4
Philadelphia, Pa.	353,272	5
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	331,064	6
Nassau–Suffolk, N.Y.	317,531	7
Atlanta, Ga.	303,832	8
Washington, D.C.	300,037	9
Tampa–St. Petersburg–Clearwater, Fla.	268,745	10
Dallas, Tex.	263,465	11
Houston, Tex.	249,477	12
Anaheim–Santa Ana, Cal.	245,527	13
Phoenix, Ariz.	241,993	14
San Diego, Cal.	232,924	15
Miami–Hialeah, Fla.	214,424	16
Minneapolis–St. Paul, Minn.	212,718	17
Riverside–San Bernardino, Cal.	207,999	18
Oakland, Cal.	201,387	19
Seattle, Wash.	198,872	20
St. Louis, Mo.	197,580	21
Baltimore, Md.	191,574	22
Orlando, Fla.	162,370	23
Denver, Colo.	161,076	24
Pittsburgh, Pa.	159,037	25
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	150,417	26
San Jose, Cal.	147,169	27
San Francisco, Cal.	147,163	28
Bergen–Passaic, N.J.	146,557	29
New Orleans, La.	146,259	30
Cleveland, Ohio	146,071	31
Sacramento, Cal.	141,094	32
Cincinnati, Ohio	139,459	33
Indianapolis, Ind.	139,121	34
Kansas City, Mo.–Kans.	138,186	35
Newark, N.J.	138,155	36
Milwaukee, Wisc.	136,090	37
Greensboro–Winston-Salem–High Point, N.C.	127,166	38
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	120,404	39
San Antonio, Tex.	114,357	40
Norfolk–Virginia Beach–Newport News, Va.	112,840	41
Portland, Ore.	110,534	42
Nashville, Tenn.	109,805	43
Fort Worth–Arlington, Tex.	109,178	44
Hartford–New Britain–Middletown–Bristol, Conn.	105,539	45
Albany–Schenectady–Troy, N.Y.	103,193	46
Lake County, Ill.	103,146	47
Middlesex–Somerset–Hunterdon, N.J.	98,062	48
Columbus, Ohio	94,914	49
Salt Lake City–Ogden, Utah	89,780	50
Total Top 50	**10,481,151**	
Jacksonville, Fla.	89,360	51
Dayton–Springfield, Ohio	89,067	52
Louisville, Ky.	86,591	53
Monmouth–Ocean, N.J.	86,473	54
Memphis, Tenn.	86,292	55
Bridgeport–Stamford–Norwalk–Danbury, Conn.	85,838	56
Rochester, N.Y.	85,748	57
West Palm Beach–Boca Raton–Delray Beach, Fla.	84,090	58
Richmond–Petersburg, Va.	81,686	59
Birmingham, Ala.	78,820	60
Buffalo, N.Y.	78,212	61
Las Vegas, Nev.	75,749	62
Grand Rapids, Mich.	75,389	63
Providence–Pawtucket–Woonsocket, R.I.	75,335	64
Scranton–Wilkes-Barre, Pa.	72,012	65
Raleigh–Durham, N.C.	71,280	66
Oklahoma City, Okla.	70,132	67
Austin, Tex.	70,062	68
Honolulu, Haw.	69,016	69
New Haven–Waterbury–Meriden, Conn.	67,025	70
Oxnard–Ventura, Cal.	66,164	71
Akron, Ohio	65,171	72
Syracuse, N.Y.	63,400	73
Toledo, Ohio	60,743	74
Knoxville, Tenn.	60,238	75
Greenville–Spartanburg, S.C.	59,423	76
Worcester–Fitchburg–Leominster, Mass.	59,195	77
Albuquerque, N.M.	58,461	78
Allentown–Bethlehem–Easton, Pa.	58,344	79
Harrisburg–Lebanon–Carlisle, Pa.	57,848	80
Portsmouth–Dover–Rochester, N.H.	57,287	81
Tucson, Ariz.	56,257	82
Manchester–Nashua, N.H.	55,371	83
Lansing–East Lansing, Mich.	52,370	84
Pensacola, Fla.	50,471	85
Springfield, Mass.	50,405	86
Tulsa, Okla.	50,390	87
Wilmington, Del.	49,095	88
Omaha, Neb.	48,927	89
El Paso, Tex.	48,856	90
Chattanooga, Tenn.	48,109	91
Gary–Hammond, Ind.	46,699	92
Columbia, S.C.	46,494	93
Tacoma, Wash.	46,368	94
Baton Rouge, La.	45,738	95
Charleston, S.C.	44,788	96
Little Rock–North Little Rock, Ark.	44,750	97
Fresno, Cal.	44,155	98
Lancaster, Pa.	44,147	99
Youngstown–Warren, Ohio	43,303	100
Total Top 100	**13,642,295**	
Sarasota, Fla.	43,127	101
Fort Wayne, Ind.	42,997	102
New Bedford–Fall River–Attleboro, Mass.	42,763	103
Canton, Ohio	42,313	104
Melbourne–Titusville–Palm Bay, Fla.	41,880	105
Jersey City, N.J.	41,444	106
Lexington-Fayette, Ky.	40,720	107
Bakersfield, Cal.	40,428	108
Flint, Mich.	40,341	109
Trenton, N.J.	40,111	110
Saginaw–Bay City–Midland, Mich.	39,977	111
Green Bay, Wisc.	39,437	112
York, Pa.	39,114	113
Orange County, N.Y.	38,031	114
Portland, Me.	37,438	115
Daytona Beach, Fla.	37,437	116
Augusta, Ga.	37,285	117
Fort Myers–Cape Coral, Fla.	37,205	118
Madison, Wisc.	37,143	119
Huntsville, Ala.	36,719	120
Des Moines, Iowa	36,476	121
Vallejo–Fairfield–Napa, Cal.	36,445	122
Mobile, Ala.	35,998	123
Shreveport, La.	35,890	124
Atlantic City, N.J.	35,468	125
Beaumont–Port Arthur, Tex.	35,169	126
Aurora–Elgin, Ill.	34,789	127
Rockford, Ill.	34,680	128
Colorado Springs, Colo.	34,537	129
Wichita, Kans.	34,360	130
St. Cloud, Minn.	34,065	131
Reading, Pa.	33,326	132
Lakeland–Winter Haven, Fla.	33,174	133
Jackson, Miss.	32,871	134
Johnson City–Kingsport–Bristol, Tenn.	32,659	135
Joliet, Ill.	32,468	136
Utica–Rome, N.Y.	31,868	137
Stockton, Cal.	31,727	138
Appleton–Oshkosh–Neenah, Wisc.	31,536	139
South Bend–Mishawaka, Ind.	30,865	140
Spokane, Wash.	30,839	141
Peoria, Ill.	30,309	142
Reno, Nev.	30,096	143
Santa Barbara–Santa Maria–Lompoc, Cal.	29,928	144
Santa Rosa–Petaluma, Cal.	29,866	145
Poughkeepsie, N.Y.	29,783	146
Modesto, Cal.	29,530	147
Kalamazoo, Mich.	29,015	148
McAllen–Edinburg–Mission, Tex.	28,994	149
Davenport–Rock Island–Moline, Iowa–Ill.	28,808	150
Total Top 150	**15,413,744**	
Fort Pierce, Fla.	28,632	151
Macon–Warner Robins, Ga.	28,322	152
Binghamton, N.Y.	26,986	153
Evansville, Ind.	26,020	154
Montgomery, Ala.	25,829	155
Tallahassee, Fla.	25,528	156
Savannah, Ga.	25,350	157
Ann Arbor, Mich.	25,286	158
Corpus Christi, Tex.	24,775	159
Salinas–Seaside–Monterey, Cal.	24,725	160
Roanoke, Va.	24,080	161
Springfield, Mo.	23,738	162
Charleston, W.Va.	23,684	163
Naples, Fla.	23,642	164
Fayetteville, N.C.	23,444	165
Anchorage, Alas.	23,176	166
Huntington–Ashland, W.Va.–Ky.	23,074	167
Asheville, N.C.	22,812	168
Springfield, Ill.	22,800	169
Erie, Pa.	22,771	170
Amarillo, Tex.	22,185	171
Columbus, Ga.	22,035	172
Fayetteville–Springdale, Ark.	20,881	173
Hickory–Morganton, N.C.	20,569	174
Brownsville–Harlingen, Tex.	20,369	175
Salem, Ore.	20,334	176
Killeen–Temple, Tex.	20,313	177
Ocala, Fla.	20,221	178
Lorain–Elyria, Ohio	20,205	179
Terre Haute, Ind.	20,077	180
Gainesville, Fla.	19,926	181
Monroe, La.	19,669	182
Niagara Falls, N.Y.	19,573	183
Duluth, Minn.	19,492	184
Eugene–Springfield, Ore.	18,975	185
New London–Norwich, Conn.	18,863	186
Chico, Cal.	18,771	187
Lafayette, La.	18,759	188
Bradenton, Fla.	18,743	189
Boise, Ida.	18,722	190
Galveston–Texas City, Tex.	18,263	191
Fort Walton Beach, Fla.	18,070	192
Lubbock, Tex.	18,057	193
Tyler, Tex.	17,807	194
Olympia, Wash.	17,780	195
Champaign–Urbana–Rantoul, Ill.	17,035	196
Parkersburg–Marietta, W.Va.–Ohio	17,034	197
Johnstown, Pa.	16,942	198
Lima, Ohio	16,813	199
Fargo–Moorhead, N.D.–Minn.	16,615	200
Total Top 200	**16,481,516**	
Lake Charles, La.	16,530	201
Laredo, Tex.	16,484	202
Hamilton–Middletown, Ohio	16,377	203
Lafayette–West Lafayette, Ind.	16,339	204
Fort Collins–Loveland, Colo.	16,249	205
Bremerton, Wash.	16,240	206
La Crosse, Wisc.	16,140	207
Visalia–Tulare–Porterville, Cal.	16,098	208
Fort Smith, Ark.	16,046	209
Racine, Wisc.	16,040	210
Topeka, Kans.	15,667	211
Wilmington, N.C.	15,516	212
Waco, Tex.	15,416	213
Dothan, Ala.	15,381	214
Sioux Falls, S.D.	15,146	215
Biloxi–Gulfport, Miss.	15,128	216
Cedar Rapids, Iowa	15,117	217
Hagerstown, Md.	14,946	218
Boulder–Longmont, Colo.	14,919	219
Wheeling, W.Va.	14,831	220
Longview–Marshall, Tex.	14,711	221
Texarkana, Tex.–Ark.	14,604	222
Wichita Falls, Tex.	14,470	223
Florence, Ala.	14,451	224
Athens, Ga.	14,425	225
Beaver County, Pa.	14,336	226
Altoona, Pa.	14,291	227
Muskegon, Mich.	14,179	228
Jackson, Mich.	14,130	229
Mansfield, Ohio	13,966	230
Lynchburg, Va.	13,909	231
Santa Cruz, Cal.	13,644	232
Battle Creek, Mich.	13,622	233
Alexandria, La.	13,467	234
Anderson, S.C.	13,349	235
Medford, Ore.	13,337	236
Bangor, Me.	13,318	237
Clarksville–Hopkinsville, Tenn.–Ky.	13,298	238
Eau Claire, Wisc.	13,274	239
Houma–Thibodaux, La.	13,251	240
Tuscaloosa, Ala.	13,107	241
Vineland–Millville–Bridgeton, N.J.	13,035	242
Vancouver, Wash.	13,002	243
Panama City, Fla.	12,963	244
Redding, Cal.	12,713	245
Lincoln, Neb.	12,705	246
Janesville–Beloit, Wisc.	12,693	247
Decatur, Ill.	12,618	248
Jackson, Tenn.	12,610	249
Richland–Kennewick–Pasco, Wash.	12,592	250
Total Top 250	**17,202,196**	
Florence, S.C.	12,549	251
Waterloo–Cedar Falls, Iowa	12,439	252
Pittsfield, Mass.	12,426	253
Provo–Orem, Utah	12,349	254
Albany, Ga.	12,331	255
Brazoria, Tex.	12,303	256
State College, Pa.	12,231	257
Rochester, Minn.	12,039	258
Charlottesville, Va.	12,003	259
Joplin, Mo.	11,995	260
Elmira, N.Y.	11,848	261
Kokomo, Ind.	11,808	262
Columbia, Mo.	11,796	263
Santa Fe, N.M.	11,749	264
Elkhart–Goshen, Ind.	11,720	265
Yakima, Wash.	11,620	266
Billings, Mont.	11,587	267
Burlington, Vt.	11,516	268
Bloomington–Normal, Ill.	11,425	269
Sharon, Pa.	11,320	270
Abilene, Tex.	11,315	271
Bellingham, Wash.	11,245	272
Anderson, Ind.	11,219	273
Benton Harbor, Mich.	11,182	274
Kenosha, Wisc.	10,959	275
Wausau, Wisc.	10,950	276
Jacksonville, N.C.	10,934	277
Dubuque, Iowa	10,774	278
Great Falls, Mont.	10,773	279
Lawton, Okla.	10,521	280
Decatur, Ala.	10,482	281
Las Cruces, N.M.	10,470	282
Williamsport, Pa.	10,367	283
Steubenville–Weirton, Ohio–W.Va.	10,291	284
Bryan–College Station, Tex.	9,956	285
Rapid City, S.D.	9,898	286
Pueblo, Colo.	9,634	287
Owensboro, Ky.	9,589	288
Merced, Cal.	9,454	289
Sherman–Denison, Tex.	9,441	290
Glens Falls, N.Y.	9,369	291
San Angelo, Tex.	9,356	292
Muncie, Ind.	9,290	293
Burlington, N.C.	9,086	294
Cumberland, Md.	9,006	295
Sioux City, Iowa	8,949	296
Yuba City, Cal.	8,938	297
Anniston, Ala.	8,811	298
Sheboygan, Wisc.	8,717	299
Bismarck, N.D.	8,591	300
Danville, Va.	8,582	301
Jamestown–Dunkirk, N.Y.	8,576	302
Bloomington, Ind.	8,557	303
Gadsden, Ala.	8,524	304
Odessa, Tex.	8,510	305
Pascagoula, Miss.	8,459	306
Yuma, Ariz.	8,284	307
Iowa City, Iowa	8,222	308
St. Joseph, Mo.	8,003	309
Kankakee, Ill.	7,859	310
Lewiston–Auburn, Me.	7,850	311
Greeley, Colo.	6,855	312
Pine Bluff, Ark.	6,786	313
Grand Forks, N.D.	6,740	314
Cheyenne, Wyo.	6,507	315
Midland, Tex.	6,103	316
Casper, Wyo.	6,020	317
Victoria, Tex.	6,019	318
Lawrence, Kans.	5,181	319
Enid, Okla.	4,806	320
Total Above Areas	**17,887,260**	
Percent of U.S.	**83.4677**	
U.S. Total	**21,430,166**	

Furniture and Sleep Equipment Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	1,276,563	1
New York, N.Y.	1,230,063	2
Chicago, Ill.	1,211,009	3
Washington, D.C.	779,877	4
Philadelphia, Pa.	767,720	5
Detroit, Mich.	752,984	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	602,703	7
Nassau–Suffolk, N.Y.	580,924	8
Atlanta, Ga.	542,859	9
Dallas, Tex.	501,382	10
Anaheim–Santa Ana, Cal.	462,040	11
Houston, Tex.	458,727	12
San Diego, Cal.	449,676	13
Phoenix, Ariz.	431,093	14
Baltimore, Md.	426,340	15
Seattle, Wash.	406,947	16
Minneapolis–St. Paul, Minn.	404,203	17
Bergen–Passaic, N.J.	399,863	18
Tampa–St. Petersburg–Clearwater, Fla.	393,821	19
Miami–Hialeah, Fla.	387,593	20
Oakland, Cal.	352,374	21
San Francisco, Cal.	350,965	22
Greensboro–Winston-Salem–High Point, N.C.	345,897	23
Denver, Colo.	333,862	24
Newark, N.J.	329,989	25
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	307,650	26
San Jose, Cal.	292,500	27
Cleveland, Ohio	289,945	28
St. Louis, Mo.	288,772	29
Riverside–San Bernardino, Cal.	288,195	30
Pittsburgh, Pa.	277,843	31
Sacramento, Cal.	261,007	32
West Palm Beach–Boca Raton–Delray Beach, Fla.	245,252	33
Milwaukee, Wisc.	237,355	34
Portland, Ore.	232,361	35
Orlando, Fla.	231,266	36
Columbus, Ohio	224,160	37
Indianapolis, Ind.	219,835	38
Norfolk–Virginia Beach–Newport News, Va.	218,088	39
Middlesex–Somerset–Hunterdon, N.J.	217,941	40
Fort Worth–Arlington, Tex.	214,662	41
Cincinnati, Ohio	206,962	42
Hartford–New Britain–Middletown–Bristol, Conn.	203,966	43
Kansas City, Mo.–Kans.	202,514	44
Monmouth–Ocean, N.J.	196,952	45
San Antonio, Tex.	194,131	46
New Orleans, La.	188,436	47
Salt Lake City–Ogden, Utah	181,237	48
Louisville, Ky.	169,383	49
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	169,032	50
Total Top 50	**19,938,919**	
Jacksonville, Fla.	164,475	51
Bridgeport–Stamford–Norwalk–Danbury, Conn.	160,943	52
Memphis, Tenn.	154,912	53
Rochester, N.Y.	150,919	54
Nashville, Tenn.	146,314	55
Richmond–Petersburg, Va.	141,671	56
Buffalo, N.Y.	141,573	57
Oklahoma City, Okla.	140,960	58
Honolulu, Haw.	138,757	59
Albany–Schenectady–Troy, N.Y.	136,822	60
Dayton–Springfield, Ohio	127,864	61
New Haven–Waterbury–Meriden, Conn.	127,858	62
Lake County, Ill.	125,615	63
Raleigh–Durham, N.C.	125,009	64
Wilmington, Del.	123,676	65
Birmingham, Ala.	120,681	66
Las Vegas, Nev.	118,127	67
Austin, Tex.	117,741	68
Oxnard–Ventura, Cal.	113,620	69
Grand Rapids, Mich.	112,461	70
Fresno, Cal.	111,765	71
Fort Myers–Cape Coral, Fla.	108,360	72
Worcester–Fitchburg–Leominster, Mass.	107,958	73
Omaha, Neb.	104,265	74
Knoxville, Tenn.	102,294	75
Scranton–Wilkes-Barre, Pa.	101,979	76
Providence–Pawtucket–Woonsocket, R.I.	100,113	77
Jersey City, N.J.	99,282	78
Tucson, Ariz.	97,066	79
Harrisburg–Lebanon–Carlisle, Pa.	96,896	80
Tulsa, Okla.	95,898	81
Sarasota, Fla.	93,073	82
Allentown–Bethlehem–Easton, Pa.	92,749	83
Youngstown–Warren, Ohio	92,051	84
Greenville–Spartanburg, S.C.	89,771	85
Akron, Ohio	89,207	86
Toledo, Ohio	86,953	87
Little Rock–North Little Rock, Ark.	86,360	88
Syracuse, N.Y.	85,622	89
Springfield, Mass.	85,117	90
Albuquerque, N.M.	84,451	91
Tacoma, Wash.	84,103	92
Baton Rouge, La.	82,086	93
El Paso, Tex.	80,575	94
Santa Rosa–Petaluma, Cal.	79,605	95
Charleston, S.C.	74,641	96
Columbia, S.C.	73,398	97
Lancaster, Pa.	72,443	98
Gary–Hammond, Ind.	71,990	99
New Bedford–Fall River–Attleboro, Mass.	71,568	100
Total Top 100	**25,330,756**	
Modesto, Cal.	68,443	101
Chattanooga, Tenn.	68,209	102
Bakersfield, Cal.	67,026	103
Portsmouth–Dover–Rochester, N.H.	66,548	104
Colorado Springs, Colo.	64,968	105
Lansing–East Lansing, Mich.	64,514	106
Flint, Mich.	63,916	107
Mobile, Ala.	63,227	108
Naples, Fla.	62,928	109
Lexington-Fayette, Ky.	62,751	110
Jackson, Miss.	61,523	111
Fort Wayne, Ind.	59,782	112
Reno, Nev.	59,447	113
Des Moines, Iowa	59,365	114
Manchester–Nashua, N.H.	58,885	115
Hickory–Morganton, N.C.	58,594	116
Daytona Beach, Fla.	58,307	117
Atlantic City, N.J.	57,078	118
Stockton, Cal.	57,053	119
Lakeland–Winter Haven, Fla.	56,299	120
Madison, Wisc.	56,090	121
Saginaw–Bay City–Midland, Mich.	56,005	122
Santa Barbara–Santa Maria–Lompoc, Cal.	55,967	123
Vallejo–Fairfield–Napa, Cal.	55,805	124
Spokane, Wash.	55,679	125
Melbourne–Titusville–Palm Bay, Fla.	55,455	126
Poughkeepsie, N.Y.	55,153	127
Fort Pierce, Fla.	54,040	128
Appleton–Oshkosh–Neenah, Wisc.	53,493	129
Evansville, Ind.	53,440	130
Shreveport, La.	51,838	131
Aurora–Elgin, Ill.	51,633	132
Wichita, Kans.	50,985	133
York, Pa.	50,696	134
Peoria, Ill.	50,625	135
Trenton, N.J.	50,336	136
Augusta, Ga.	50,255	137
Montgomery, Ala.	50,195	138
South Bend–Mishawaka, Ind.	49,936	139
Rockford, Ill.	49,034	140
Canton, Ohio	48,339	141
Fayetteville, N.C.	47,985	142
Orange County, N.Y.	47,036	143
Reading, Pa.	46,460	144
Davenport–Rock Island–Moline, Iowa–Ill.	45,865	145
McAllen–Edinburg–Mission, Tex.	45,291	146
Macon–Warner Robins, Ga.	45,227	147
Savannah, Ga.	43,556	148
Portland, Me.	42,937	149
Huntsville, Ala.	42,308	150
Total Top 150	**28,081,263**	
Anchorage, Alas.	41,915	151
Roanoke, Va.	41,800	152
Green Bay, Wisc.	41,704	153
Pensacola, Fla.	41,189	154
Beaumont–Port Arthur, Tex.	40,586	155
Columbus, Ga.	39,948	156
Ann Arbor, Mich.	39,145	157
Tallahassee, Fla.	39,125	158
Corpus Christi, Tex.	39,047	159
Lubbock, Tex.	39,037	160
Erie, Pa.	38,762	161
St. Cloud, Minn.	38,711	162
Salinas–Seaside–Monterey, Cal.	38,636	163
Johnson City–Kingsport–Bristol, Tenn.	38,624	164
Huntington–Ashland, W.Va.–Ky.	38,539	165
Kalamazoo, Mich.	37,850	166
Lorain–Elyria, Ohio	37,776	167
Bradenton, Fla.	37,728	168
Asheville, N.C.	35,627	169
Utica–Rome, N.Y.	34,356	170
Wilmington, N.C.	34,135	171
New London–Norwich, Conn.	34,125	172
Tyler, Tex.	33,029	173
Springfield, Mo.	33,001	174
Killeen–Temple, Tex.	32,408	175
Racine, Wisc.	32,249	176
Joliet, Ill.	32,212	177
Boise, Ida.	32,209	178
Amarillo, Tex.	32,057	179
Binghamton, N.Y.	31,892	180
Eugene–Springfield, Ore.	31,684	181
Charleston, W.Va.	31,660	182
Ocala, Fla.	30,644	183
Visalia–Tulare–Porterville, Cal.	30,446	184
Vancouver, Wash.	30,179	185
Lafayette, La.	29,044	186
Springfield, Ill.	28,952	187
Fort Collins–Loveland, Colo.	28,007	188
Fort Walton Beach, Fla.	27,976	189
Duluth, Minn.	27,350	190
Cedar Rapids, Iowa	26,831	191
Jacksonville, N.C.	26,747	192
Billings, Mont.	26,516	193
Hamilton–Middletown, Ohio	25,849	194
Chico, Cal.	25,775	195
Panama City, Fla.	25,726	196
Boulder–Longmont, Colo.	25,576	197
Fayetteville–Springdale, Ark.	25,267	198
Santa Cruz, Cal.	25,262	199
Waco, Tex.	25,093	200
Total Top 200	**29,743,269**	
Charlottesville, Va.	24,672	201
Mansfield, Ohio	24,578	202
Gainesville, Fla.	24,253	203
Champaign–Urbana–Rantoul, Ill.	24,188	204
Altoona, Pa.	23,978	205
Biloxi–Gulfport, Miss.	23,798	206
Topeka, Kans.	23,776	207
Brownsville–Harlingen, Tex.	23,252	208
Parkersburg–Marietta, W.Va.–Ohio	23,116	209
Longview–Marshall, Tex.	22,928	210
Monroe, La.	22,908	211
Niagara Falls, N.Y.	22,630	212
Wheeling, W.Va.	22,432	213
Fort Smith, Ark.	22,322	214
Tuscaloosa, Ala.	22,177	215
Burlington, Vt.	21,935	216
Lima, Ohio	21,898	217
Salem, Ore.	21,635	218
Clarksville–Hopkinsville, Tenn.–Ky.	21,347	219
Pittsfield, Mass.	20,683	220
Bremerton, Wash.	20,506	221
Abilene, Tex.	20,458	222
Fargo–Moorhead, N.D.–Minn.	20,405	223
Redding, Cal.	20,402	224
Richland–Kennewick–Pasco, Wash.	20,170	225
Elkhart–Goshen, Ind.	20,011	226
Yakima, Wash.	19,896	227
Lake Charles, La.	19,763	228
Medford, Ore.	19,366	229
Provo–Orem, Utah	18,753	230
Sioux Falls, S.D.	18,732	231
Bangor, Me.	18,413	232
Albany, Ga.	18,386	233
Johnstown, Pa.	18,135	234
Bellingham, Wash.	18,056	235
Decatur, Ala.	18,035	236
Muskegon, Mich.	17,791	237
Eau Claire, Wisc.	17,711	238
Jackson, Mich.	17,663	239
Dothan, Ala.	17,621	240
State College, Pa.	17,311	241
Sharon, Pa.	17,240	242
Hagerstown, Md.	17,230	243
Battle Creek, Mich.	17,019	244
Vineland–Millville–Bridgeton, N.J.	16,823	245
Florence, S.C.	16,700	246
Lynchburg, Va.	16,650	247
Galveston–Texas City, Tex.	16,628	248
Alexandria, La.	16,352	249
Danville, Va.	16,297	250
Total Top 250	**30,750,398**	
La Crosse, Wisc.	15,939	251
Wausau, Wisc.	15,924	252
Merced, Cal.	15,774	253
Gadsden, Ala.	15,743	254
Williamsport, Pa.	15,737	255
Lincoln, Neb.	15,683	256
Bloomington–Normal, Ill.	15,544	257
Anderson, S.C.	15,457	258
Lafayette–West Lafayette, Ind.	15,376	259
Kokomo, Ind.	15,157	260
Wichita Falls, Tex.	15,120	261
Burlington, N.C.	14,888	262
Pueblo, Colo.	14,826	263
Texarkana, Tex.–Ark.	14,811	264
Jamestown–Dunkirk, N.Y.	14,774	265
Rochester, Minn.	14,700	266
Bryan–College Station, Tex.	14,597	267
Rapid City, S.D.	14,512	268
Janesville–Beloit, Wisc.	14,495	269
Beaver County, Pa.	14,460	270
Midland, Tex.	14,372	271
Waterloo–Cedar Falls, Iowa	14,296	272
Houma–Thibodaux, La.	14,025	273
Terre Haute, Ind.	13,997	274
Lawton, Okla.	13,947	275
Florence, Ala.	13,854	276
San Angelo, Tex.	13,533	277
Yuba City, Cal.	13,417	278
Great Falls, Mont.	13,372	279
Odessa, Tex.	13,372	279
Columbia, Mo.	13,339	281
Santa Fe, N.M.	12,844	282
Owensboro, Ky.	12,793	283
Decatur, Ill.	12,678	284
Olympia, Wash.	12,618	285
Bloomington, Ind.	12,566	286
Athens, Ga.	12,472	287
Yuma, Ariz.	12,333	288
Las Cruces, N.M.	12,329	289
Joplin, Mo.	12,301	290
Elmira, N.Y.	12,072	291
Steubenville–Weirton, Ohio–W.Va.	12,026	292
Cumberland, Md.	11,875	293
Iowa City, Iowa	11,779	294
Glens Falls, N.Y.	11,536	295
Brazoria, Tex.	11,334	296
Sioux City, Iowa	11,263	297
Kankakee, Ill.	11,102	298
Pine Bluff, Ark.	11,014	299
Jackson, Tenn.	10,933	300
Muncie, Ind.	10,909	301
Laredo, Tex.	10,679	302
Anderson, Ind.	10,661	303
Kenosha, Wisc.	10,658	304
Anniston, Ala.	10,518	305
Victoria, Tex.	10,486	306
Dubuque, Iowa	10,452	307
Bismarck, N.D.	10,049	308
Lewiston–Auburn, Me.	10,044	309
Greeley, Colo.	9,575	310
Sherman–Denison, Tex.	9,488	311
Pascagoula, Miss.	8,826	312
Grand Forks, N.D.	8,818	313
Sheboygan, Wisc.	8,258	314
Benton Harbor, Mich.	8,255	315
Cheyenne, Wyo.	8,015	316
St. Joseph, Mo.	8,013	317
Casper, Wyo.	6,845	318
Enid, Okla.	6,041	319
Lawrence, Kans.	5,544	320
Total Above Areas	**31,615,441**	
Percent of U.S.	**87.4739**	
U.S. Total	**36,142,490**	

Television, VCR, and Tape Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	677,539	1
Chicago, Ill.	494,268	2
New York, N.Y.	480,510	3
Washington, D.C.	343,094	4
Detroit, Mich.	288,269	5
Dallas, Tex.	271,688	6
Houston, Tex.	271,566	7
Philadelphia, Pa.	250,037	8
Nassau–Suffolk, N.Y.	240,040	9
Atlanta, Ga.	232,166	10
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	219,773	11
Anaheim–Santa Ana, Cal.	212,514	12
Tampa–St. Petersburg–Clearwater, Fla.	186,778	13
Oakland, Cal.	180,333	14
Minneapolis–St. Paul, Minn.	179,225	15
San Francisco, Cal.	173,732	16
Indianapolis, Ind.	173,299	17
San Diego, Cal.	172,864	18
Seattle, Wash.	172,849	19
Denver, Colo.	167,208	20
San Jose, Cal.	162,138	21
Baltimore, Md.	160,976	22
St. Louis, Mo.	154,767	23
Portland, Ore.	154,514	24
Miami–Hialeah, Fla.	153,698	25
Riverside–San Bernardino, Cal.	148,987	26
Milwaukee, Wisc.	133,249	27
Fort Worth–Arlington, Tex.	130,246	28
Phoenix, Ariz.	124,730	29
Kansas City, Mo.–Kans.	123,169	30
Cleveland, Ohio	108,993	31
San Antonio, Tex.	107,599	32
Bergen–Passaic, N.J.	105,907	33
Pittsburgh, Pa.	104,983	34
Newark, N.J.	104,265	35
Sacramento, Cal.	103,262	36
Salt Lake City–Ogden, Utah	96,429	37
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	88,179	38
Nashville, Tenn.	87,800	39
Norfolk–Virginia Beach–Newport News, Va.	87,394	40
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	85,010	41
Cincinnati, Ohio	82,923	42
Orlando, Fla.	81,841	43
Jacksonville, Fla.	81,676	44
Memphis, Tenn.	79,660	45
Oklahoma City, Okla.	76,939	46
Hartford–New Britain–Middletown–Bristol, Conn.	76,633	47
Louisville, Ky.	75,928	48
Greensboro–Winston-Salem–High Point, N.C.	74,013	49
New Orleans, La.	73,123	50
Total Top 50	**8,616,780**	
Dayton–Springfield, Ohio	72,572	51
Austin, Tex.	71,386	52
Lake County, Ill.	69,079	53
Birmingham, Ala.	64,978	54
Middlesex–Somerset–Hunterdon, N.J.	63,650	55
Richmond–Petersburg, Va.	62,468	56
Rochester, N.Y.	62,127	57
Bridgeport–Stamford–Norwalk–Danbury, Conn.	61,197	58
West Palm Beach–Boca Raton–Delray Beach, Fla.	59,834	59
Raleigh–Durham, N.C.	58,991	60
Buffalo, N.Y.	56,451	61
Knoxville, Tenn.	55,340	62
Albany–Schenectady–Troy, N.Y.	54,108	63
Tulsa, Okla.	51,392	64
Greenville–Spartanburg, S.C.	50,829	65
Omaha, Neb.	49,854	66
Toledo, Ohio	49,474	67
New Haven–Waterbury–Meriden, Conn.	48,696	68
Monmouth–Ocean, N.J.	48,530	69
Columbus, Ohio	47,854	70
Grand Rapids, Mich.	46,480	71
El Paso, Tex.	46,372	72
Albuquerque, N.M.	46,228	73
Baton Rouge, La.	45,503	74
Wilmington, Del.	43,840	75
Fort Wayne, Ind.	42,669	76
Las Vegas, Nev.	42,423	77
Tacoma, Wash.	41,631	78
Tucson, Ariz.	40,722	79
Lexington-Fayette, Ky.	40,463	80
Little Rock–North Little Rock, Ark.	40,424	81
Providence–Pawtucket–Woonsocket, R.I.	40,374	82
Madison, Wisc.	40,054	83
Worcester–Fitchburg–Leominster, Mass.	39,516	84
Scranton–Wilkes-Barre, Pa.	39,242	85
Harrisburg–Lebanon–Carlisle, Pa.	38,679	86
Allentown–Bethlehem–Easton, Pa.	38,481	87
Fresno, Cal.	38,139	88
Honolulu, Haw.	37,248	89
McAllen–Edinburg–Mission, Tex.	37,097	90
Wichita, Kans.	35,569	91
Reno, Nev.	35,498	92
Shreveport, La.	34,911	93
Flint, Mich.	34,493	94
Lansing–East Lansing, Mich.	33,975	95
South Bend–Mishawaka, Ind.	33,874	96
Gary–Hammond, Ind.	33,743	97
Bakersfield, Cal.	33,639	98
Springfield, Mass.	33,567	99
Jackson, Miss.	33,502	100
Total Top 100	**10,943,969**	
Columbia, S.C.	33,003	101
Akron, Ohio	32,860	102
Manchester–Nashua, N.H.	32,764	103
Des Moines, Iowa	32,744	104
Chattanooga, Tenn.	32,713	105
Syracuse, N.Y.	32,598	106
Portsmouth–Dover–Rochester, N.H.	32,362	107
Oxnard–Ventura, Cal.	31,865	108
Colorado Springs, Colo.	31,431	109
Fort Myers–Cape Coral, Fla.	30,920	110
Canton, Ohio	30,460	111
Fayetteville, N.C.	30,093	112
Charleston, S.C.	29,870	113
Melbourne–Titusville–Palm Bay, Fla.	29,815	114
Sarasota, Fla.	29,681	115
Youngstown–Warren, Ohio	29,276	116
Beaumont–Port Arthur, Tex.	29,160	117
Lakeland–Winter Haven, Fla.	29,160	117
Saginaw–Bay City–Midland, Mich.	28,690	119
Evansville, Ind.	28,688	120
New Bedford–Fall River–Attleboro, Mass.	28,425	121
Augusta, Ga.	28,293	122
Santa Rosa–Petaluma, Cal.	28,127	123
Terre Haute, Ind.	27,463	124
Johnson City–Kingsport–Bristol, Tenn.	26,939	125
Corpus Christi, Tex.	26,749	126
St. Cloud, Minn.	26,637	127
Davenport–Rock Island–Moline, Iowa–Ill.	26,299	128
Mobile, Ala.	25,863	129
Bellingham, Wash.	25,632	130
Appleton–Oshkosh–Neenah, Wisc.	25,365	131
Anchorage, Alas.	25,336	132
Laredo, Tex.	25,312	133
Modesto, Cal.	24,993	134
Daytona Beach, Fla.	24,580	135
Jersey City, N.J.	24,546	136
Ann Arbor, Mich.	23,934	137
Aurora–Elgin, Ill.	23,724	138
Stockton, Cal.	23,407	139
Salinas–Seaside–Monterey, Cal.	23,324	140
Rockford, Ill.	23,200	141
Huntsville, Ala.	23,038	142
Montgomery, Ala.	22,830	143
Amarillo, Tex.	22,343	144
Lancaster, Pa.	22,276	145
Spokane, Wash.	22,069	146
Kalamazoo, Mich.	21,989	147
Santa Barbara–Santa Maria–Lompoc, Cal.	21,848	148
Lubbock, Tex.	21,756	149
Joliet, Ill.	21,606	150
Total Top 150	**12,300,005**	
York, Pa.	21,579	151
Killeen–Temple, Tex.	21,348	152
Trenton, N.J.	21,312	153
Vallejo–Fairfield–Napa, Cal.	20,946	154
Savannah, Ga.	20,878	155
Eugene–Springfield, Ore.	20,784	156
Pensacola, Fla.	20,740	157
Springfield, Mo.	20,415	158
Boulder–Longmont, Colo.	20,291	159
Green Bay, Wisc.	20,026	160
Springfield, Ill.	19,554	161
Huntington–Ashland, W.Va.–Ky.	19,553	162
Roanoke, Va.	19,300	163
Reading, Pa.	19,179	164
Tyler, Tex.	18,975	165
Atlantic City, N.J.	18,540	166
Charleston, W.Va.	18,393	167
Poughkeepsie, N.Y.	18,351	168
Peoria, Ill.	18,125	169
Fort Pierce, Fla.	18,024	170
Salem, Ore.	17,799	171
Orange County, N.Y.	17,707	172
Champaign–Urbana–Rantoul, Ill.	17,690	173
Utica–Rome, N.Y.	17,204	174
Binghamton, N.Y.	17,067	175
Macon–Warner Robins, Ga.	16,877	176
Brownsville–Harlingen, Tex.	16,857	177
Cedar Rapids, Iowa	16,775	178
Columbus, Ga.	16,664	179
Lafayette, La.	16,209	180
Tallahassee, Fla.	15,926	181
Portland, Me.	15,902	182
Hickory–Morganton, N.C.	15,850	183
Asheville, N.C.	15,252	184
Bremerton, Wash.	15,233	185
Waco, Tex.	14,966	186
Gainesville, Fla.	14,935	187
Duluth, Minn.	14,925	188
Lima, Ohio	14,578	189
Longview–Marshall, Tex.	14,502	190
Lafayette–West Lafayette, Ind.	14,292	191
Visalia–Tulare–Porterville, Cal.	14,216	192
Galveston–Texas City, Tex.	14,211	193
Lorain–Elyria, Ohio	14,191	194
Fort Collins–Loveland, Colo.	13,818	195
New London–Norwich, Conn.	13,730	196
Erie, Pa.	13,622	197
Fort Smith, Ark.	13,590	198
Bradenton, Fla.	13,453	199
Wheeling, W.Va.	13,085	200
Total Top 200	**13,157,444**	
Lake Charles, La.	13,027	201
Chico, Cal.	13,023	202
Fargo–Moorhead, N.D.–Minn.	13,006	203
Provo–Orem, Utah	12,842	204
Sioux Falls, S.D.	12,717	205
Clarksville–Hopkinsville, Tenn.–Ky.	12,700	206
Dothan, Ala.	12,656	207
Boise, Ida.	12,511	208
Naples, Fla.	12,449	209
Fayetteville–Springdale, Ark.	12,434	210
Ocala, Fla.	12,098	211
Wichita Falls, Tex.	12,053	212
Wilmington, N.C.	12,012	213
Monroe, La.	11,943	214
Medford, Ore.	11,877	215
Kokomo, Ind.	11,857	216
Florence, Ala.	11,808	217
Alexandria, La.	11,728	218
Jacksonville, N.C.	11,716	219
Texarkana, Tex.–Ark.	11,569	220
Tuscaloosa, Ala.	11,460	221
Topeka, Kans.	11,272	222
Rochester, Minn.	10,996	223
Lincoln, Neb.	10,930	224
Parkersburg–Marietta, W.Va.–Ohio	10,893	225
La Crosse, Wisc.	10,881	226
Muncie, Ind.	10,623	227
Anderson, Ind.	10,577	228
Fort Walton Beach, Fla.	10,478	229
Olympia, Wash.	10,426	230
Joplin, Mo.	10,412	231
Mansfield, Ohio	10,312	232
Johnstown, Pa.	10,249	233
Houma–Thibodaux, La.	10,194	234
Santa Cruz, Cal.	10,154	235
Hamilton–Middletown, Ohio	10,048	236
Lynchburg, Va.	10,040	237
Charlottesville, Va.	10,027	238
Niagara Falls, N.Y.	9,996	239
Racine, Wisc.	9,970	240
Eau Claire, Wisc.	9,836	241
Altoona, Pa.	9,752	242
Columbia, Mo.	9,593	243
Biloxi–Gulfport, Miss.	9,380	244
Abilene, Tex.	9,349	245
Billings, Mont.	9,246	246
Bryan–College Station, Tex.	9,182	247
Waterloo–Cedar Falls, Iowa	9,168	248
Midland, Tex.	9,155	249
Lawton, Okla.	9,141	250
Total Top 250	**13,707,210**	
Panama City, Fla.	9,108	251
Decatur, Ill.	8,887	252
Brazoria, Tex.	8,753	253
Janesville–Beloit, Wisc.	8,741	254
Pueblo, Colo.	8,549	255
Elkhart–Goshen, Ind.	8,548	256
Muskegon, Mich.	8,545	257
Richland–Kennewick–Pasco, Wash.	8,525	258
Athens, Ga.	8,468	259
Yakima, Wash.	8,447	260
Bloomington, Ind.	8,442	261
Anniston, Ala.	8,372	262
Bloomington–Normal, Ill.	8,270	263
Decatur, Ala.	8,197	264
San Angelo, Tex.	8,157	265
Redding, Cal.	8,093	266
Pittsfield, Mass.	7,963	267
Hagerstown, Md.	7,911	268
Vancouver, Wash.	7,720	269
Jackson, Mich.	7,712	270
Sherman–Denison, Tex.	7,684	271
Owensboro, Ky.	7,615	272
Anderson, S.C.	7,571	273
Albany, Ga.	7,491	274
Bismarck, N.D.	7,467	275
Gadsden, Ala.	7,447	276
Sharon, Pa.	7,425	277
Beaver County, Pa.	7,334	278
Bangor, Me.	7,285	279
Burlington, N.C.	7,134	280
Jackson, Tenn.	7,111	281
State College, Pa.	6,982	282
Steubenville–Weirton, Ohio–W.Va.	6,978	283
Elmira, N.Y.	6,967	284
Florence, S.C.	6,937	285
Wausau, Wisc.	6,929	286
Great Falls, Mont.	6,902	287
Williamsport, Pa.	6,860	288
Las Cruces, N.M.	6,849	289
Sioux City, Iowa	6,788	290
Kenosha, Wisc.	6,615	291
Odessa, Tex.	6,606	292
Rapid City, S.D.	6,571	293
Iowa City, Iowa	6,554	294
Santa Fe, N.M.	6,532	295
St. Joseph, Mo.	6,457	296
Victoria, Tex.	6,257	297
Battle Creek, Mich.	6,229	298
Glens Falls, N.Y.	6,138	299
Jamestown–Dunkirk, N.Y.	6,033	300
Yuba City, Cal.	6,001	301
Greeley, Colo.	5,969	302
Burlington, Vt.	5,818	303
Vineland–Millville–Bridgeton, N.J.	5,705	304
Grand Forks, N.D.	5,604	305
Kankakee, Ill.	5,573	306
Cumberland, Md.	5,448	307
Benton Harbor, Mich.	5,427	308
Merced, Cal.	5,402	309
Dubuque, Iowa	5,343	310
Danville, Va.	5,302	311
Sheboygan, Wisc.	5,226	312
Pine Bluff, Ark.	5,194	313
Cheyenne, Wyo.	5,190	314
Lawrence, Kans.	4,698	315
Lewiston–Auburn, Me.	4,482	316
Yuma, Ariz.	4,455	317
Pascagoula, Miss.	4,281	318
Casper, Wyo.	4,271	319
Enid, Okla.	4,030	320
Total Above Areas	**14,185,885**	
Percent of U.S.	**86.5746**	
U.S. Total	**16,385,487**	

Home Computer and Calculator Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	532,514	1
New York, N.Y.	276,150	2
San Jose, Cal.	246,107	3
Washington, D.C.	177,915	4
Chicago, Ill.	166,931	5
Houston, Tex.	159,278	6
Anaheim–Santa Ana, Cal.	152,074	7
Seattle, Wash.	148,257	8
Oakland, Cal.	147,495	9
Philadelphia, Pa.	131,034	10
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	130,915	11
San Diego, Cal.	125,860	12
Phoenix, Ariz.	125,633	13
Detroit, Mich.	124,291	14
San Francisco, Cal.	118,312	15
Atlanta, Ga.	100,526	16
Dallas, Tex.	99,316	17
Nassau–Suffolk, N.Y.	89,947	18
Tampa–St. Petersburg–Clearwater, Fla.	87,799	19
Minneapolis–St. Paul, Minn.	80,385	20
Miami–Hialeah, Fla.	77,882	21
Riverside–San Bernardino, Cal.	73,263	22
Nashville, Tenn.	70,553	23
Baltimore, Md.	69,726	24
Milwaukee, Wisc.	69,082	25
Bergen–Passaic, N.J.	67,372	26
St. Louis, Mo.	66,210	27
Columbus, Ohio	65,589	28
Portsmouth–Dover–Rochester, N.H.	63,025	29
Indianapolis, Ind.	62,759	30
Denver, Colo.	61,868	31
Manchester–Nashua, N.H.	61,795	32
Pittsburgh, Pa.	50,846	33
Sacramento, Cal.	49,190	34
Fort Worth–Arlington, Tex.	48,850	35
Salt Lake City–Ogden, Utah	48,094	36
Portland, Ore.	47,597	37
Oxnard–Ventura, Cal.	46,089	38
Middlesex–Somerset–Hunterdon, N.J.	45,472	39
Canton, Ohio	44,565	40
Hartford–New Britain–Middletown–Bristol, Conn.	42,729	41
Kansas City, Mo.–Kans.	39,987	42
Cleveland, Ohio	38,798	43
Rochester, N.Y.	38,046	44
Orlando, Fla.	36,666	45
Albany–Schenectady–Troy, N.Y.	35,824	46
Newark, N.J.	35,192	47
New Orleans, La.	34,457	48
Tulsa, Okla.	34,395	49
Norfolk–Virginia Beach–Newport News, Va.	34,118	50
Total Top 50	**4,780,778**	
San Antonio, Tex.	32,844	51
Tucson, Ariz.	32,639	52
Greensboro–Winston-Salem–High Point, N.C.	32,483	53
Raleigh–Durham, N.C.	30,699	54
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	30,683	55
Bridgeport–Stamford–Norwalk–Danbury, Conn.	30,231	56
Baton Rouge, La.	28,862	57
Cincinnati, Ohio	28,643	58
Monmouth–Ocean, N.J.	28,400	59
Buffalo, N.Y.	27,812	60
Austin, Tex.	27,734	61
Oklahoma City, Okla.	27,445	62
Jacksonville, Fla.	26,710	63
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	26,304	64
Dayton–Springfield, Ohio	26,035	65
Omaha, Neb.	25,693	66
Jersey City, N.J.	25,519	67
Memphis, Tenn.	25,233	68
Richmond–Petersburg, Va.	25,114	69
New Haven–Waterbury–Meriden, Conn.	23,094	70
Providence–Pawtucket–Woonsocket, R.I.	21,749	71
Worcester–Fitchburg–Leominster, Mass.	21,360	72
Lake County, Ill.	21,318	73
Honolulu, Haw.	21,272	74
Birmingham, Ala.	20,301	75
Fresno, Cal.	19,748	76
Tacoma, Wash.	18,141	77
Springfield, Mass.	17,986	78
Lansing–East Lansing, Mich.	17,930	79
Trenton, N.J.	17,799	80
Louisville, Ky.	17,678	81
Albuquerque, N.M.	17,048	82
El Paso, Tex.	16,381	83
West Palm Beach–Boca Raton–Delray Beach, Fla.	16,072	84
Grand Rapids, Mich.	15,680	85
Columbia, S.C.	15,419	86
Jackson, Miss.	15,392	87
Santa Rosa–Petaluma, Cal.	15,296	88
New Bedford–Fall River–Attleboro, Mass.	15,165	89
Lexington-Fayette, Ky.	15,060	90
Wilmington, Del.	14,970	91
Knoxville, Tenn.	14,917	92
Allentown–Bethlehem–Easton, Pa.	14,859	93
Santa Barbara–Santa Maria–Lompoc, Cal.	14,823	94
Fort Wayne, Ind.	14,601	95
Las Vegas, Nev.	14,490	96
Des Moines, Iowa	14,443	97
Shreveport, La.	14,425	98
Huntsville, Ala.	14,329	99
Madison, Wisc.	14,256	100
Total Top 100	**5,845,863**	
Boise, Ida.	14,190	101
Portland, Me.	13,831	102
Spokane, Wash.	13,731	103
Stockton, Cal.	13,550	104
Akron, Ohio	13,434	105
Greenville–Spartanburg, S.C.	13,378	106
Syracuse, N.Y.	13,346	107
South Bend–Mishawaka, Ind.	13,207	108
Chattanooga, Tenn.	13,134	109
Melbourne–Titusville–Palm Bay, Fla.	13,115	110
Harrisburg–Lebanon–Carlisle, Pa.	13,043	111
Vallejo–Fairfield–Napa, Cal.	12,723	112
Colorado Springs, Colo.	12,636	113
Sarasota, Fla.	12,529	114
Aurora–Elgin, Ill.	12,362	115
St. Cloud, Minn.	12,201	116
Lincoln, Neb.	11,704	117
Scranton–Wilkes-Barre, Pa.	11,679	118
Poughkeepsie, N.Y.	11,621	119
Corpus Christi, Tex.	11,515	120
Toledo, Ohio	11,489	121
Beaumont–Port Arthur, Tex.	11,229	122
Roanoke, Va.	11,201	123
Santa Cruz, Cal.	10,970	124
Bloomington–Normal, Ill.	10,863	125
Little Rock–North Little Rock, Ark.	10,861	126
McAllen–Edinburg–Mission, Tex.	10,423	127
Anchorage, Alas.	10,380	128
Reno, Nev.	10,374	129
Modesto, Cal.	10,314	130
Wichita, Kans.	10,270	131
Gary–Hammond, Ind.	10,227	132
Lubbock, Tex.	9,845	133
Salinas–Seaside–Monterey, Cal.	9,749	134
Lancaster, Pa.	9,603	135
Visalia–Tulare–Porterville, Cal.	9,550	136
Charleston, S.C.	9,443	137
Kalamazoo, Mich.	9,312	138
Fort Myers–Cape Coral, Fla.	9,026	139
Amarillo, Tex.	8,942	140
Lakeland–Winter Haven, Fla.	8,850	141
Tallahassee, Fla.	8,726	142
Rockford, Ill.	8,481	143
Bakersfield, Cal.	8,460	144
Erie, Pa.	8,283	145
Johnson City–Kingsport–Bristol, Tenn.	8,227	146
Augusta, Ga.	8,174	147
Provo–Orem, Utah	8,105	148
Eugene–Springfield, Ore.	7,998	149
Flint, Mich.	7,953	150
Total Top 150	**6,390,120**	
Youngstown–Warren, Ohio	7,772	151
York, Pa.	7,770	152
Naples, Fla.	7,763	153
Binghamton, N.Y.	7,745	154
Laredo, Tex.	7,726	155
Daytona Beach, Fla.	7,666	156
Salem, Ore.	7,654	157
Atlantic City, N.J.	7,596	158
Fort Pierce, Fla.	7,551	159
Springfield, Ill.	7,512	160
Lafayette, La.	7,496	161
Appleton–Oshkosh–Neenah, Wisc.	7,443	162
Montgomery, Ala.	7,417	163
Pensacola, Fla.	7,346	164
Davenport–Rock Island–Moline, Iowa–Ill.	7,295	165
Ann Arbor, Mich.	7,253	166
Saginaw–Bay City–Midland, Mich.	7,009	167
Redding, Cal.	6,931	168
Hamilton–Middletown, Ohio	6,890	169
Boulder–Longmont, Colo.	6,804	170
Fayetteville, N.C.	6,776	171
Richland–Kennewick–Pasco, Wash.	6,766	172
Peoria, Ill.	6,701	173
Savannah, Ga.	6,623	174
Mobile, Ala.	6,612	175
New London–Norwich, Conn.	6,487	176
Dothan, Ala.	6,412	177
Rochester, Minn.	6,360	178
Longview–Marshall, Tex.	6,336	179
Evansville, Ind.	6,273	180
Janesville–Beloit, Wisc.	6,247	181
Green Bay, Wisc.	6,226	182
Joliet, Ill.	6,125	183
Reading, Pa.	6,101	184
Duluth, Minn.	6,016	185
Olympia, Wash.	5,997	186
Gainesville, Fla.	5,985	187
Macon–Warner Robins, Ga.	5,971	188
Springfield, Mo.	5,886	189
Mansfield, Ohio	5,759	190
Wilmington, N.C.	5,671	191
Killeen–Temple, Tex.	5,516	192
Victoria, Tex.	5,486	193
Fort Walton Beach, Fla.	5,470	194
Athens, Ga.	5,442	195
Brownsville–Harlingen, Tex.	5,432	196
Fort Collins–Loveland, Colo.	5,385	197
Utica–Rome, N.Y.	5,385	197
Tyler, Tex.	5,189	199
Fargo–Moorhead, N.D.–Minn.	5,090	200
Total Top 200	**6,718,484**	
Bradenton, Fla.	5,030	201
Burlington, Vt.	4,918	202
Anderson, Ind.	4,900	203
Santa Fe, N.M.	4,861	204
Yakima, Wash.	4,860	205
Chico, Cal.	4,825	206
Bremerton, Wash.	4,793	207
Columbus, Ga.	4,760	208
Biloxi–Gulfport, Miss.	4,759	209
Galveston–Texas City, Tex.	4,733	210
Ocala, Fla.	4,725	211
Champaign–Urbana–Rantoul, Ill.	4,724	212
Merced, Cal.	4,714	213
Bangor, Me.	4,681	214
Asheville, N.C.	4,595	215
Charlottesville, Va.	4,580	216
Vancouver, Wash.	4,560	217
State College, Pa.	4,541	218
Altoona, Pa.	4,474	219
Williamsport, Pa.	4,469	220
Orange County, N.Y.	4,457	221
Waco, Tex.	4,450	222
Charleston, W.Va.	4,440	223
Lima, Ohio	4,440	223
Pittsfield, Mass.	4,370	225
Monroe, La.	4,315	226
Fayetteville–Springdale, Ark.	4,228	227
Huntington–Ashland, W.Va.–Ky.	4,192	228
Yuba City, Cal.	4,116	229
Lynchburg, Va.	4,078	230
Elmira, N.Y.	4,075	231
Wichita Falls, Tex.	4,004	232
Abilene, Tex.	3,838	233
Texarkana, Tex.–Ark.	3,731	234
Lafayette–West Lafayette, Ind.	3,725	235
Sioux Falls, S.D.	3,714	236
Florence, Ala.	3,709	237
Wheeling, W.Va.	3,704	238
Medford, Ore.	3,690	239
Cedar Rapids, Iowa	3,683	240
Decatur, Ill.	3,638	241
Wausau, Wisc.	3,602	242
Billings, Mont.	3,564	243
Clarksville–Hopkinsville, Tenn.–Ky.	3,553	244
Terre Haute, Ind.	3,481	245
Waterloo–Cedar Falls, Iowa	3,420	246
Tuscaloosa, Ala.	3,385	247
Hickory–Morganton, N.C.	3,365	248
Casper, Wyo.	3,349	249
Lorain–Elyria, Ohio	3,345	250
Total Top 250	**6,928,647**	
Jackson, Tenn.	3,337	251
Bryan–College Station, Tex.	3,293	252
Alexandria, La.	3,287	253
Benton Harbor, Mich.	3,232	254
Lake Charles, La.	3,213	255
Hagerstown, Md.	3,189	256
San Angelo, Tex.	3,131	257
Jacksonville, N.C.	3,092	258
Muskegon, Mich.	3,077	259
Jackson, Mich.	3,039	260
Pueblo, Colo.	3,037	261
Glens Falls, N.Y.	3,020	262
Sherman–Denison, Tex.	2,970	263
Gadsden, Ala.	2,950	264
Lewiston–Auburn, Me.	2,915	265
Yuma, Ariz.	2,842	266
Battle Creek, Mich.	2,771	267
Midland, Tex.	2,762	268
Lawton, Okla.	2,739	269
Columbia, Mo.	2,728	270
Johnstown, Pa.	2,728	270
Racine, Wisc.	2,727	272
Great Falls, Mont.	2,707	273
Las Cruces, N.M.	2,707	273
Burlington, N.C.	2,697	275
Grand Forks, N.D.	2,689	276
Jamestown–Dunkirk, N.Y.	2,646	277
Fort Smith, Ark.	2,641	278
Elkhart–Goshen, Ind.	2,610	279
Houma–Thibodaux, La.	2,601	280
Albany, Ga.	2,593	281
Cumberland, Md.	2,593	281
Niagara Falls, N.Y.	2,588	283
Bellingham, Wash.	2,552	284
Steubenville–Weirton, Ohio–W.Va.	2,548	285
Decatur, Ala.	2,508	286
Rapid City, S.D.	2,500	287
Panama City, Fla.	2,491	288
Greeley, Colo.	2,486	289
Kenosha, Wisc.	2,486	289
Parkersburg–Marietta, W.Va.–Ohio	2,483	291
Cheyenne, Wyo.	2,465	292
Topeka, Kans.	2,455	293
Vineland–Millville–Bridgeton, N.J.	2,381	294
Odessa, Tex.	2,363	295
Sioux City, Iowa	2,352	296
Anderson, S.C.	2,351	297
Bismarck, N.D.	2,337	298
Joplin, Mo.	2,313	299
Florence, S.C.	2,285	300
Kokomo, Ind.	2,262	301
Eau Claire, Wisc.	2,247	302
Bloomington, Ind.	2,228	303
Brazoria, Tex.	2,149	304
Dubuque, Iowa	2,111	305
Lawrence, Kans.	1,950	306
Anniston, Ala.	1,938	307
Muncie, Ind.	1,925	308
Danville, Va.	1,923	309
Owensboro, Ky.	1,890	310
Iowa City, Iowa	1,789	311
La Crosse, Wisc.	1,742	312
Kankakee, Ill.	1,708	313
Beaver County, Pa.	1,688	314
Pine Bluff, Ark.	1,538	315
Sharon, Pa.	1,536	316
Enid, Okla.	1,521	317
Sheboygan, Wisc.	1,507	318
St. Joseph, Mo.	1,494	319
Pascagoula, Miss.	1,418	320
Total Above Areas	**7,101,718**	
Percent of U.S.	**89.8967**	
U.S. Total	**7,899,869**	